

Module Outline

Virtual Exchange Spring Semester 2021

Supply Chain Management and Sustainability

Credits: 5 ECTS

Format: Online course

Responsible FHNW lecturers

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Table of Contents

1. Number of students accepted in the course	3
2. Course content.....	3
3. Learning objectives	3
4. Workload and format	4
5. Prior knowledge and entry requirements.....	5
6. Course structure and dates	5
7. Assessment	6
8. Responsible Lecturers	7
9. Literature.....	7
10. Grading	7

1. Number of students accepted in the course

Total number of students is limited to 80

Total number of exchange students is unlimited

Number of exchange students from one partner university of School of Business FHNW is limited to 2 students per partner university

2. Course content

Networking and sustainability are the critical success factors of the 21st century. Companies expect the new generation of business economists to bring with them the understanding and the basic tools to create customer-focused, networked and sustainable added value.

They must therefore recognise how these success factors affect global competition and can be used successfully by companies. They must understand how digital networking changes markets (Digital Business), how physical and digital value creation come together (Supply Chain Management) and where innovation potential arises in these developments - with regard to economy, ecology and society (Sustainability).

In this module you will learn the basic terms, concepts, methods and instruments with which you can sustainably shape the networked economy of the 21st century.

3. Learning objectives

Students should have the following competencies after completing this course:

Knowledge and understanding

- understand the chances of winning and retaining customers faster in the digital future with increasingly tailor-made offers.
- understand the challenges facing businesses in a digitally and physically connected world.
- understand the changes triggered by the global and digital networking of the economy.
- understand the importance and elements of sustainability in globally networked value creation.
- understand the basic concepts, methods and instruments of cross-company value creation using supply chain management and digital business. know the basics, requirements and functionalities of digital and networked business models.
- understand the importance of digital and physical infrastructure and technologies in the context of networking.
- understand the effects of their own actions in a digitally and physically networked world.

Application of Knowledge and Understanding

- can understand and accurately describe value creation in networks using suitable methods. (Obj. 1.1)
- can recognize the effects of the digitization of cross-company value creation and present them in a structured way. (Obj. 1.1)

- can explain basic methods and instruments of supply chain management and apply them to case studies. (Obj. 2.1)
- can apply methods for measuring profitability and efficiency in the context of supply chain management, digital business and sustainability to case studies. (Obj. 2.1)
- Analyze intercultural topic settings using adequate tools, models and frameworks

Ability to make judgements

- can assess the impact of networked value creation on companies, society and the environment.
- can assess cross-company value creation in terms of economy, ecology and society.
- can assess business models for their suitability for the digitally networked economy and society. (Obj. 4.1)
- can evaluate innovation potential associated with supply chain management, digital business and sustainability. (Obj. 4.1)
- Communication
- use correct technical vocabulary for written and oral communication.
- are aware of the particularities of cross-company, (partially) automated cooperation in networks.

Self-Learning skills

- acquire terms, definitions, methods and instruments in guided self-study.
- can deepen their knowledge independently by searching for, finding and using suitable literature. Workload and format

4. Workload and format

The number of credits to be obtained is 5 ECTS, which equals 150 study hours.

This course is offered as an online module. In order to gather and exchange information in the best possible way across countries, a wide variety of learning methods are chosen:

- Synchronous lecture and virtual discussions
- Reading material which is offered for self-study
- Information retrieved online
- Casework and preparations for individual and group study
- Chats and presentations

5. Prior knowledge and entry requirements

Knowledge and skills at the level of

- Information management
- Business Processes & Project Management
- Critical Approach & Business Ethics
- Principles of Management
- Marketing
- Financial Reporting & Controlling

As this module requires participants to be able to discuss complex issues fluently, a good level of English is required – minimum B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent. There are no further formal entry requirements for this course.

6. Course structure and dates

This course is an intensive online course, and consists of synchronous lectures, guided self-study, individual and group work and other ways of exchanging information via email and/or other communication media.

25.02.2021: Introduction

You recognize the practical relevance of the topic "Supply Chain Management" for prospective business economists and can name the central challenges.

04.03.2021: Procurement side basics

The area of activity "procurement side" focuses on the value added of suppliers to the products and services of your own company.

11.03.2021: Procurement side deepening

You know the compensation law of planning and understand the relationships of the demand and procurement side.

18.03.2021: International Supply Chain Basics

You know and can explain the difference between operations management and operational management.

25.03.2021: Internal Supply Chain Deepening

You understand how different material requirements planning (MRP) procedures are used for different requirements types.

08.04.2021: Sales side basics

You understand the user expectations of different customer segments to the supply chain of companies.

15.04.2021: Sales side deepening 1

You understand the differences between B2B e-commerce and B2C e-commerce and different definitions of e-commerce

22.04.2021: Sales side deepening 2

The area of activity "sales side" refers to the value created by and in the interaction with customers.

29.04.2021: Business Models in the Networked Economy

The area of activity "business models" deals with the integration of the different strategic orientations and business models of suppliers, own companies and customers.

06.05.2021: Business models and processes 1

You understand the different perspectives of "functional orientation" and "process orientation" on an organization and can classify the business processes within them

20.05.2021: Business models and processes 2

The area of activity "processes" focuses on the overall cooperation between the suppliers, the own company and the customers.

27.05.2021: Sustainability in SCM and Digital Business

The area of activity "Sustainability" focuses on the lasting success of the company, taking into account economy, ecology and social issues

7. Assessment

During the semester, individual and group-based tests / exercises / work assignments may be given, with which a maximum of 10% learning points can be earned. These learning points may be credited to the total number of points of the final module examination. For details see documentation / Moodle (will follow soon)

Assessment: 100% end-of-module examination.

The 5 ECTS points for this course are awarded if the final grade is a pass (see chapter 10).

8. Responsible Lecturers



Frederik Thomas

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9. Literature

- Poluha, R.G. (2016). The Quintessence of Supply Chain Management - What You Really Need to Know to Manage Your Processes in Procurement, Manufacturing, Warehousing and Logistics. Berlin, Heidelberg: Springer
- Other readings as per Moodle (some content may be in German)

10. Grading

Pass-fail

According to swiss grading system

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to io.business@fhnw.ch in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.