



# Course Specifications

|                      |   |
|----------------------|---|
| <b>Course Title:</b> | <b>Supply Chain Management</b>            |
| <b>Course Code:</b>  | <b>MKT1436</b>                            |
| <b>Program:</b>      | <b>Bachelor in Marketing</b>              |
| <b>Department:</b>   | <b>Marketing</b>                          |
| <b>College:</b>      | <b>College of Business Administration</b> |
| <b>Institution:</b>  | <b>Dar AlUloom University</b>             |

## Table of Contents

|   |          |
|---|----------|
| <b>A. Course Identification</b> .....   | <b>3</b> |
| 6. Mode of Instruction (mark all that apply) .....  | 3        |
| <b>B. Course Objectives and Learning Outcomes</b> .....   | <b>3</b> |
| 1. Course Description .....   | 3        |
| 2. Course Main Objective.....   | 3        |
| 3. Course Learning Outcomes .....   | 4        |
| <b>C. Course Content</b> .....  | <b>4</b> |
| <b>D. Teaching and Assessment</b> .....   | <b>4</b> |
| 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment<br>Methods ..... | 4        |
| 2. Assessment Tasks for Students .....  | 5        |
| <b>E. Student Academic Counseling and Support</b> .....   | <b>5</b> |
| <b>F. Learning Resources and Facilities</b> .....   | <b>5</b> |
| 1. Learning Resources .....   | 5        |
| 2. Facilities Required.....   | 5        |
| <b>G. Course Quality Evaluation</b> .....   | <b>6</b> |
| <b>H. Specification Approval Data</b> .....   | <b>6</b> |

## 7. Course Identification

|   |   |
|---|---|
| <b>1. Credit hours:</b>                               | <b>3 Hours</b>  |
| <b>2. Course type</b>                                 |   |
| a.  | University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> |
| b.  | Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>  |
| <b>3. Level/year at which this course is offered:</b> | <b>4<sup>th</sup> year</b>  |
| <b>4. Pre-requisites for this course (if any):</b>    | MKT1321   |
| <b>5. Co-requisites for this course (if any):</b>     | None  |

## 6. Mode of Instruction (mark all that apply)

| No | Mode of Instruction   | Contact Hours | Percentage |
|----|-----------------------|---------------|------------|
| 1  | Traditional classroom | 45            | 100%       |
| 2  | Blended               |               |            |
| 3  | E-learning            |               |            |
| 4  | Correspondence        |               |            |
| 5  | Other                 |               |            |

## 7. Actual Learning Hours (based on academic semester)

| No                           | Activity                        | Learning Hours |
|------------------------------|---------------------------------|----------------|
| <b>Contact Hours</b>         |                                 |                |
| 1                            | Lecture                         | 45             |
| 2                            | Laboratory/Studio               |                |
| 3                            | Tutorial                        |                |
| 4                            | Others (specify)                |                |
|                              | <b>Total</b>                    | 45             |
| <b>Other Learning Hours*</b> |                                 |                |
| 1                            | Study                           | 1              |
| 2                            | Assignments                     | 1              |
| 3                            | Projects/Research Essays/Theses | 2              |
|                              | <b>Total</b>                    | 4              |

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This introductory course provides an overview of many of the key components of supply chain management and logistics. Main topics include supply chain and logistics strategies, technology, procurement, warehousing and material handling.

## 2. Course Main Objective

A. Provides an understanding of the dynamic nature of supply chain management for products and services and addresses the impact of the global economy on the managerial decisions. Examines the theory of supply chain design, which includes strategies for sourcing, supplier relationships, quality, logistics, inventory management, and integrated supply chain management.

B. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web-based reference material, changes in content as a result of new research in the field)

## 3. Course Learning Outcomes

| CLOs |  | Aligned PLOs |
|------|--|--------------|
| 1    | <b>Knowledge:</b>  |              |
| 1.1  | Describe the impact of Business environment factors on Supply Chain Management   | K1           |
| 2    | <b>Skills:</b>   |              |
| 2.1  | Evaluate the business environment factors effects on the Supply Chain Management   | S3           |
| 2.2  | Apply knowledge of supply chain concepts, quantitative analysis tools and problem-solving methodologies in different managerial aspects. | S2           |
| 3    | <b>Competence:</b>   |              |
| 3.1  | Demonstrate a comprehensive group/individual activities in coordination with the given guidelines  | C1           |
| 3.2  | Investigate business issues and problems with relevant statistical or mathematical techniques.   | C4           |

## C. Course Content

| No           | List of Topics   | Contact Hours |
|--------------|--|---------------|
| 1            | .Introduction to Supply and supply chains  | 6             |
| 2            | Supply chain and customer service  | 6             |
| 3            | Value and cost of supply   | 6             |
| 4            | Logistics and matching supply with demand  | 6             |
| 5            | Logistics, Purchasing, Selection and Evaluation of Suppliers .and supporting tools | 6             |
| 6            | Supply Chain Management in the Shadow of Globalization                             | 6             |
| 7            | Supply chain management and partnership  | 6             |
| 8            | Management integration in supply chain   | 3             |
| <b>Total</b> |  | <b>45</b>     |

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

| Code | Course Learning Outcomes   | Teaching Strategies                  | Assessment Methods                    |
|------|--|--------------------------------------|---------------------------------------|
| 1.0  | <b>Knowledge</b>   |                                      |                                       |
| 1.1  | Describe the impact of Business environment factors on Supply Chain Management   | Lectures<br>Discussion               | Written examination                   |
| 2.0  | <b>Skills</b>  |                                      |                                       |
| 2.1  | Evaluate the business environment factors effects on the Supply Chain Management   | Lectures<br>Discussion<br>Case study | Written examination<br>Assignments    |
| 2.2  | Apply knowledge of supply chain concepts, quantitative analysis tools and problem-solving methodologies in different managerial aspects. | Lectures<br>Discussion<br>Case study | Written examination<br>Assignments    |
| 3.0  | <b>Competence</b>  |                                      |                                       |
| 3.1  | Demonstrate a comprehensive group/individual activities in coordination with the given guidelines  | Independent study                    | Case studies analysis                 |
| 3.2  | Investigate business issues and problems with relevant statistical or mathematical techniques.   |                                      | Presentations (Rubric)<br>Discussions |

### 2. Assessment Tasks for Students

| # | Assessment task*               | Week Due | Percentage of Total Assessment Score |
|---|--------------------------------|----------|--------------------------------------|
| 1 | Quiz                           |          | 10%                                  |
| 2 | Homeworks/Assessments/Projects |          | 20%                                  |
| 3 | Mid term                       |          | 30%                                  |
| 4 | Final Exam                     |          | 40%                                  |

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:**

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

|                                       |   |
|---------------------------------------|---|
| <b>Required Textbooks</b>             | Dr, D. L. (2016). <i>Fundamentals of supply Chain Management</i> . bookboon.com ISBN 978- 87- 7681- 798- 5. |
| <b>Essential References Materials</b> | Journals and Reports distributed on the bases of lectures delivered to the students.                        |
| <b>Electronic Materials</b>           | Electronic materials posted on the course LMS.  |
| <b>Other Learning Materials</b>       | Magazines & Newspapers (local & international)  |

### 2. Facilities Required

| Item   | Resources                 |
|--|---------------------------|
| <b>Accommodation</b><br>(Classrooms, laboratories, demonstration rooms/labs, etc.)   | Classroom.                |
| <b>Technology Resources</b><br>(AV, data show, Smart Board, software, etc.)  | Data show + smart boards. |
| <b>Other Resources</b><br>(Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) | Internet access point.    |

## G. Course Quality Evaluation

| Evaluation Areas/Issues                   | Evaluators  | Evaluation Methods   |
|---|---|--|
| End of semester Course Evaluation.        | <ul style="list-style-type: none"> <li>Students</li> </ul>        | <ul style="list-style-type: none"> <li>Indirect</li> </ul> |
| Effectiveness of teaching and assessment. | <ul style="list-style-type: none"> <li>Peer reviewer</li> </ul>   | <ul style="list-style-type: none"> <li>Indirect</li> </ul> |
| Course learning outcomes assessment.      | <ul style="list-style-type: none"> <li>Faculty members</li> </ul> | <ul style="list-style-type: none"> <li>Direct</li> </ul>   |
| Quality of learning resources             | <ul style="list-style-type: none"> <li>Students</li> </ul>        | <ul style="list-style-type: none"> <li>Indirect</li> </ul> |

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

|                            |                        |
|----------------------------|------------------------|
| <b>Council / Committee</b> | MKT department council |
| <b>Reference No.</b>       | Council meeting No.1   |
| <b>Date</b>                | 08/09/2019             |

