

International Supply Chain Design

Module author:

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Module Description:

Recent years have seen fundamental changes in the structure of the world economy. These changes have significantly altered the nature of international competitiveness. Globalisation (or, at least, internationalisation) of business means that companies increasingly need to be competitive at an international level. From a logistics and supply chain point of view the ability to adopt world class practices in this area has become a critical success factor. This is particularly important for companies in Ireland given the extremely open nature of the Irish economy.

This module explores the role of logistics and supply chain management in the evolving international business environment.

It introduces learners to a systematic approach to the re-engineering of supply chains.

It enables learners to better contribute to the supply chain change management process.

Module Aim:

This module is designed to enable the learners to understand the changing nature of the international economic and business environment, the resulting supply chain challenges and to the re-engineering of international supply chains.

Learning Outcomes:

On successful completion of this module, the learner will be able to:

- Describe the major trends in the international economic and business environment

On successful completion of this module, the learner will be able to:

- Display a critical awareness of the implications of business internationalisation on logistics and supply chain management

On successful completion of this module, the learner will be able to:

- Detail the main issues that need to be addressed in (re-)designing international supply chains

On successful completion of this module, the learner will be able to:

- Demonstrate the main elements of a structured approach to international supply chain re-engineering

On successful completion of this module, the learner will be able to:

- Build upon the knowledge gained during the module to further enhance their competence in the field of international supply chain design.

On successful completion of this module, the learner will be able to:

- Scrutinise and reflect on the practical implications of implementing, and working as part of, international supply chains

Learning and Teaching Methods:

Formal lectures are supplemented by structured classroom discussions and a series of relatively short group-based exercises. The exercises enable learners to apply the learning to their own business context and to develop strategic responses for their own companies. In addition, company case histories are presented to illustrate key themes.

Module Content:

- The international economic and business environment: major trends in the global economy, factors affecting international competitiveness, opportunities and threats to companies in the changing environment.
- The impact of globalisation on supply chain management: including, but not limited to, supply chain costs and customer service, supply chain philosophy, materials, money and information management, customer/supplier relationships.
- Major issues in designing international supply chains: based on the "buy, make, move, store, sell" model.
- International supply chain design: a structured approach to the analysis and design of supply chains, including principles, methodology, guidelines on good practice and analytical tools.
- Practical implementation issues: including, but not limited to culture and mechanics of a variety of business development mechanisms
- Case Studies: Representatives from manufacturing, transport, and service companies will demonstrate applications of strategic thinking in international logistics
- Exercises: Interactive exercises will serve to re-enforce some of the learning on the module. Group and syndicate work will enable learners to apply learning to their own business context and develop strategic responses for their own companies.

Module Assessment:

Assessment is by post-module assignment which will assess if the learner can display a critical awareness of the implications of business internationalisation on logistics and supply chain management, detail the main issues that need to be addressed in (re-)designing international supply chains, demonstrate the main elements of a structured approach to international supply chain re-engineering.

Reading List*Essential Reading:*

International Supply Chain Design, NITL Module Manual

Supplemental Reading:

Poirier, C.C., "Supply Chain Optimisation – building the strongest total business", Berrett-Keohler, 1996.

Waters, D., "Global Logistics and Distribution Planning", Kogan, 1999.

Web references, journals and other:

Relevant up-to-date journal articles from appropriate sources will be included in the module manual and the following journal is regarded as the primary source of related information:

International Journal of Logistics: Research and Applications