

TITLE OF THE COURSE:	Value Chain in International Business
Course code:	VAM5012
Course group:	C
Faculty:	Faculty of Economics and Management
Study program:	Marketing and International Commerce
Level:	Master's
Semester:	Spring
ECTS credits:	6
Language of instruction	English
Course lecturer/s:	Prof. Pierre Semal
Short course description:	The aim of the course – to provide knowledge of distinguishes strategic, tactic and operational problems in supply chain management locally and in international markets. In the end of the course students will be able to relate to industrial practice in inter-organizational coordination of supply chains, understand industrial economic analysis of the supply chain relations, identify, formulate, solve and critically review some strategic problems in the local and international supply chain.
Course content:	<ol style="list-style-type: none"> 1. Understanding the Supply Chain. 2. Supply Chain Performance: Achieving Strategic Fit and Scope. 3. Supply Chain Drivers and Metrics. 4. Designing the Distribution Network in a Supply Chain. 5. Network Design in an Uncertain Environment. 6. Managing Economies of Scale in the Supply Chain: Cycle Inventory. 7. Managing Uncertainty in the Supply Chain: Safety Inventory. Determining Optimal Level of Product Availability. 8. Sourcing Decisions in a Supply Chain. 9. Transportation in the Supply Chain. 10. Pricing and Revenue Management in the Supply Chain. 11. Coordination in the Supply Chain. 12. Information Technology and the Supply Chain. 13. E-business and the Supply Chain.
Grading and evaluating student work in class and/or at the final exam:	<p>Midterm exam - 30%</p> <p>Homework and seminars- 20%</p> <p>Final exam - 50%</p>
Required reading and additional study material	<ol style="list-style-type: none"> 1. 2010 Waters, D. Global Logistics: New Directions in Supply Chain Management KoganPage 2. 2010 McKinnon, A., Cullinane S., Browne M. and Whiteing, A. Green Logistic: mproving the Environmental Sustainability in Logistics KoganPage 3. 2007 Logistics and Supply Chain Integration. Sage Supplementary materials 5. 2010 Blanchard, D. Supply Chain Management Best Practices, 2nd. ed. John Wiley & Sons