

Module 3: Value Chain				Study programme	MBA english
Modul type:	ECTS-Points:	Workload:	Study stage:	Module duration:	
Compulsory	6	180	2nd	56 hrs plus exam	
Course(s):			Contact hours:	Independent study hours:	Planned group-size (max.):
Course 3a: Supply Chain Management			28	62	15
Course 3b: Marketing and Digital Transformation			28	62	15
Module Learning Outcomes:					
<p>The objective of Supply Chain Management is to match supply and demand by planning, coordinating and managing the value creation process with the overall aim of satisfying customer requirements.</p> <p>Whereas supply chain management is dealing with the supply and consumption of resources marketing is focused on selling products and services as the result of the value added process. The corresponding course aims at students' understanding of the role of marketing in the age of digital transformation.</p>					
Intended Learning Outcomes:					
<p>Course 3a: Supply Chain Management</p> <ul style="list-style-type: none"> - Devising supply chains through the lens of process management and mapping material, capital and information flows; - Analyzing and understanding competitive and supply chain strategies regarding their impact on overall supply chain performance; - Reflecting on drivers and metrics for the success of supply chain management (such as facilities, inventory, transportation, sourcing) and applying them for decision-making; - Explaining factors affecting distribution networks and related design options; - Understanding and comparing network planning and the design of global supply chain networks from a process and method point of view; - Grasping the role of aggregate planning in a supply chain and applying related tools of decision-making; - Elaborating on obstacles to supply chain coordination and managerial levers to improve coordination in a supply chain. <p>Course 3b: Marketing and Digital Transformation</p> <p>This course aims to develop a deep understanding of the dynamics of market and customers in the age of digital transformation. After the attendance of this course, students are capable to understand the importance and strategic challenges of a successful digital transformation</p>					

to develop and evaluate digital transformation strategies to develop and evaluate concepts for a client-centric implementation of digital transformation strategies.

Description / Content:

Course 3a: Supply Chain Management

Supply Chain Management (i.e. the management of supply and value chains) is a key aspect in the provision of goods and services to (end) customers. This course deals with Supply Chain Management from a process management angle, which considers all flows of material, capital and information along a supply chain from the raw material extraction stage to the final customer. The objective of Supply Chain Management is to match supply and demand, and to optimize the resource input of all actors involved in supply chain activities. In order to implement such an overarching approach, it is required to consistently map all processes from customer, production to supply orders. The content of this course comprises objectives and strategies of supply chains within their competitive environment; design options and decision-making tools for supply network planning; as well as coordination and management along supply chains, focussing on the interdependence between performance dimensions.

References:

Chopra, S., & Meindl, P. (2019). Supply Chain Management: Strategy, Planning, and Operation. (7th Edition). Pearson.

Course 3b: Marketing and Digital Transformation

- Digital and Analytics: context and relevance
- Introduction to the Digital@Scale framework
 - WHY: How to create the sense of urgency in the company
 - WHAT: Building new ecosystems - digital strategies in the industry context
 - WHAT: Advancing the business architecture - where DnA creates value
 - WHAT: Strengthening the foundation - technology and organization
 - HOW: Developing a plan - fundamentals of a client-centric transformation
 - HOW: Actuating the digital enterprise - the digital operating system
 - HOW: Scaling forcefully - success factors of an implementation
- Why the marketing paradigm is essential for a successful digital transformation
- Customer Experience as starting point for marketing strategies & mix
- Key marketing instruments for a client-centric digital transformation
 - Product
 - Pricing
 - Integrated Marketing Communications
 - Distribution
 - Services Marketing

References:

Meffert, J.; Swaminathan, A.: Digital @ Scale: The Playbook You Need to Transform Your Company, John Wiley & Sons, June 2017 | t.b.a.

Language:
Courses are taught in English.
Teaching methods:
Lecture, discussion and experience based sessions, group work, case studies, self-study.
Module applicability:
MBA „General Management“ - English
Pre-requisites/Requirements:
Admission to the MBA programme “General Management” - English
Examination Types:
Examination in the form of a written exam (180 minutes) or an assignment (essay).
Requirement for award of ECTS-points:
Successful participation in the exam.
Course availability:
Annually
Assessment:
The exam of this module counts for 9,09 per cent of the final examination
Modul convenor and main lecturer:
Prof. Dr. Stefan Gold, Prof. Dr. Peter Kenning, Dr. Jürgen Meffert, Dr. Jans Spelsiek
Further information:
Material for the courses will be provided online before the courses start.
Module Version:
2020-11 V1