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**MASTER COURSE:** Mestrado Profissional em Gestão Internacional (MPGI)  
**COURSE:** New Trends in Supply Chain Management  
**CREDITS:** ECTS  
**PROFESSOR:** Susana Carla Farias Pereira

**Module 1/2017**

## **PROGRAM**

### **COURSE DESCRIPTION**

Supply chain management has emerged as the new key to productivity and competitiveness of manufacturing and service enterprises. The importance of this area is shown by a significant development in research in the last ten years and also proliferation of supply chain solutions and supply chain companies. This course focuses on Supply Chain Management within the context of global and international markets.

This elective was developed to provide international business students with an opportunity to study interesting aspects of the international business environment and to improve their capacity to assess and solve international business problems. With increasing levels of internationalization and demands on efficiency and effectiveness in supply chains, the course focuses on the role of management and how international supply chain management can function as a source of competitive advantage. With a mix of teaching methods including cases and lecturers, the course aims at introducing the student to the complex and dynamic nature of international supply chain management and presenting its new trends.

The course has been designed to introduce greater realism and perspective through actual experiences with the use of case studies, site visit and lectures from practitioners. Student participation is a key element in the learning situation and your active involvement in the course is expected. In order to increase class interaction upon arrival, students will be required to read in advance literature related to the course.

### **COURSE OBJECTIVES**

The main objective of this course is to achieve an understanding and orientation in concepts of supply chain management and understanding and knowledge on the contemporary theoretical and practical developments in the area of international supply chain management. The course takes new developments in the field into consideration, in particular global risk management, environmental issues in supply chain and supply chain analytics.

This course will help students enhance their analytical, decision making and implementation skills in an intense, highly challenging project of writing an actual case on International Supply Chain Management topic.

The course will place an equal emphasis on managerial and operations issues faced by firms operating in many parts of the world. This course deals with a number of important subjects that arise in the activities of companies at the trans-national level. Concepts are taken from business and operations strategy, international economics and other areas of business administration, and they are used to examine empirical international business situations as well as specific company case studies.

### **LEARNING / TEACHING**

This advanced course will provide students with the opportunity to apply what they have already learned about the concepts of supply chain management to the diverse and dynamic global marketplaces. By the end of the course, the students should have an understanding of and appreciation to:

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1. Recognize the forces underlying the development of international business, and the unique challenges that exist when entering the global marketplace, and how to understand and overcome them.
2. Understand and use the basic concepts of supply chain management and the contemporary theoretical and practical developments in the area of international supply chain management.
3. Understand the complex and interactive nature of participants, functions and flows of international supply chain management.
4. Handle the basic terminology and conceptual tools in international supply chain management and how these can be applied in practice.
5. Work in an international group and to have gained a sense of personal responsibility in preparation for further studies and career development.
6. A real-world perspective on how global business is conducted.

The course is based on the following learning processes: traditional theory-literature studies, study questions-seminar preparations in groups; a written course project with specific focus on international supply chain management with an international team working together; participation in seminars and field visits in order to achieve increased understanding of the complexity and dynamics of international supply chain management.

The traditional learning is primarily based on a self-study of the literature and individual and team preparation of seminars, cases and project work. The learning process is supported by lectures, seminars, game and cases discussion where both theory and practice are connected. The four learning processes will partly be running in parallel.

## PROGRAM CONTENTS

Class	Content	Obrigatory Reading	Adicional Reading
Class 01	Supply Chain Concepts and Definitions	- Cooper, Lambert and Pagh (1997) - Mentzer et al (2001)	
Class 02	Global Value Chains	Gereffi et al (2005) Gereffi & Lee (2012)	Giuliani et al (2005) Holcomb & Hitt (2007) Humphrey & Schmitz (2002) Butter & Linse (2008)
Class 03	Infrastructure and Competitiveness	Invited Lecture	Transportation and Logistics 2030 vol 2 and 3 The global competitiveness report 2014-2015 Herrero (2013) Hitt & He (2008) Khanna & Palepu (2013)
Class 04	Supply Chain Strategy and Global Sourcing	- Lee, H. (2002) - Fisher (1997) Case	- Paiva e Vieira (2011)
Class 05	Environmental Issues in International SCM	- Carter and Rogers (2008) - Pagell and Wu (2009) - Case	- Seuring & Muller (2008)
Class 06	Risk and Safety in International Supply Chain	Manuj & Mentzer (2008)) Speier et al (2011) Case	Transportation and Logistics 2030 Christopher et al (2011) Manuj & Mentzer (2008b) Christopher et al (2011) Manuj & Mentzer (2008b)

Class 07	Supply Chain Analytics: IOT + Cloud + Big Data + Cognitive	Hazen et al (2014) Schoenherr et al (2015). Invited Lecture	Dubey, R., Gunasekaran, A., Childe, S. J., Wamba, S. F., & Papadopoulos, T. (2015). Waller, M. A., & Fawcett, S. E. (2013).
Class 08	Company Visit		
Class 09	Project presentation		

## PERFORMANCE EVALUATION

The course is examined in three parts:

1) Class participation – individual assignment (40%)

the course is based on papers and cases discussions and exercises to be completed in class individually and in group. This part of the grade is associated with participation in the discussions and the completion of in-class activities and reading assignments.

2) Case Report – individual assignment (20%)

Case discussion Report: each student is to prepare and submit through safe assignment (e-class) a case analysis right before class;

The report should answer proposed questions, if provided. Otherwise, give a concise statement of the major issue(s) faced by the organization and specific recommendations with supporting rationale.

Case report should have up to two pages, time news roman 12, single space.

3) Final Project - group assignment (40%)

I expect this teamwork will enhance learning and be a rewarding experience for you all. However, this also requires responsibility, accountability, punctuality, team spirit and interpersonal skills.

During the first class, I will define the formation of groups. You are free to pick your own group mates.

Students are required to attend at least 75% of classes.

## BASIC REFERENCES

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## RÉSUMÉ

Dr. Pereira is Associate Professor of Operations and Supply Chain Management at Fundação Getulio Vargas in São Paulo, Brazil (FGV-EAESP). She holds a Doctor degree in Business Administration from FGV-EAESP, a Master of Science in Management from the University of Birmingham in England, and a Bachelor's Degree of Civil Engineering from Universidade Federal de Mato Grosso do Sul in Brazil. She is currently working as Head of the Department of Operations Management at FGV-EAESP, Scientific Coordinator of International Production, Logistics and Operations Management Symposium (SIMPOI), member of the Scientific Committee of Operations Management Division of the Annual Meeting of the National Graduate Association (EnANPAD), and member of the Editorial Board of *Journal of Operations and Supply Chain Management (JOSCM)*. Dr. Pereira also works as a researcher for the Center for Excellence in Logistics and Supply Chain (GVcelog) and Global Manufacturing Research Group (GMRG). Her main research interests are in supply chain risk management, services supply chain and sustainable supply chain.

### *Office hours*

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