



## **Demand Chain Management I - Theory and Models**

### **Demand Chain Management I - teori och modeller**

7.5 credits

---

**Ladok Code:** 42I05C

**Version:** 2.0

**Established by:** The Teaching Committee 2012-05-25

**Valid from:** Autumn 2012

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Logistics (A1N)

**Disciplinary Domain:** Technology

**Prerequisites:** Meets the requirements for acceptance for one-year master's education in logistics

**Subject Area:** Industrial Engineering and Management

**Grading Scale:** ECTS-credits

---

### **Content**

The aim of Demand Chain Management (DCM) is to provide students with theoretical knowledge about design, development and dealing with demand-steered and partnership-based supply chains.

Interorganisational processes and relationships are key factors for success in this type of marketing channel.

Main content:

- The development from standardisation and cost minimisation to customer adaptation and tailor-made solutions
- Business models and competitive behaviour
- Marketing channels as open systems
- Interaction and dynamic balancing of strategies and behaviours
- Interorganisational processes and relationships
- Competition between marketing channels
- Integration and coordination of production and consumption systems
- Strategic and innovative approaches for integrated marketing channels

### **Learning Outcomes**

After completing the course, students will be able to:

- Describe the development of logistics from cost focusing to value orientation
- Identify and explain value-based customer segments
- Identify and explain interorganisational core processes
- Design processes and relationships to create unique customer values, and justify their choices
- Describe the unique problems that exist in developing cooperation and integration between autonomous operations in supply and demand chains
- Explain the opportunities presented by information and communication technology in relation to new ways of working with integration in supply and demand chains
- Describe and explain theories behind innovative change work
- Independently analyse problems relating to logistics, supply chains and interorganisational processes, and suggest improvements and design a plan for change work

### **Forms of Teaching**

The course consists of lectures, seminars and group discussions. There is also project work based on scientific papers.

### **Forms of Examination**

The course will be examined through the following examination elements:

### *Seminars*

Learning outcomes:

Credits: 1

Grading scale: Fail (U) or Pass (G)

### *Written report*

Learning outcomes:

Credits: 3

Grading scale: ECTS-credits

### *Written exam*

Learning outcomes:

Credits: 3.5

Grading scale: ECTS-credits

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## **Literature and Other Teaching Materials**

Gattorna, J., Dynamic supply chains: Delivering value through people, Harlow 2010

Ericsson, D. & Torstensson, H., Evolving demand networks, Borås 2012

## **Student Influence and Evaluation**

The head of department and the course coordinator are responsible for ensuring that students' views on the course are systematically and regularly obtained. The results of the evaluations will be reported back to the students and will form the basis for the future structure of the course.

## **Miscellaneous**

The course is held in English.