



Demand Chain Management I - Theory and Models

Demand Chain Management I - teori och modeller

7.5 credits

7.5 högskolepoäng

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.