

MGMT90135 Managing e-business Supply Chains

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2011.
Time Commitment:	Contact Hours: This intensive subject is taught over 36 hours Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Contact:	Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au)
Subject Overview:	The supply chain within an industry or company involves the configuration and operation of the fulfilment processes of orders placed within the operation(s). This subject will focus on the e-Business supply chains literature supported by practical case studies. It examines the theoretical and practical application of the strategic, organisational, and technological dimensions of e-Business, taking in the organisations business strategy, technical capability and human resource function in managing the supply chain, procurement, logistics, and distribution.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Understand the relationship between technological and economic trends, and the need for effective supply chain management practices; # Appreciate the importance of fit between technology choice and business needs; # Be able to distinguish between Push and Pull supply chain management models; # Be familiar with the nature of supply chain costs; # Demonstrate the ability to distinguish between demand side, supply side and neutral e-marketplaces; # Understand the difference between the various integration options; # Appreciate the strategic significance of value chain positioning; # Understand the implications of development, use and application of e-catalog systems; # Examine the strategic implications of technological change.
Assessment:	2-hour end-of-semester examination (60%) Assignments not exceeding 4500 words (40%)
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <p>The ability to:</p> <ul style="list-style-type: none"># Analyse supply chain dynamics using a systems perspective;# Assess the potential impact of a range of technologies on business operations and relationships;# Determine the sources and drivers of supply chain costs;# Determine the circumstances under which Push and/or Pull technologies can be deployed;# Discriminate between various integration options when positioning an organisation in a supply chain: e.g. Vertical Integration, Outsourcing or Virtual Integration;# Assess the implications of industry coding standards for technology adoption and application in a supply chain management context.