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LOYOLA
UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

Trends, Challenges, and Risks in the Global Supply Chain

International Summer

JUNE · 20-22 · COURSE 2019

This course focuses on identifying current and future trends around the world, as well as the associated risks and challenges business partners, governments and individuals will need to be aware of and deal with.

Outcome: Understanding how all of us will be impacted by these trends, risks and challenges and what we can do to better prepare for the situations and do something about them.

Class Schedule

June 20 - June 21 | 6:00 pm - 10:00 pm

June 22 | 8:00 am - 5:00 pm

Student Learning Outcomes

The primary goals of the course are:

1. To provide the student with a basic understanding of the major trends, challenges and risks around the world and how to be prepared to leverage or mitigate them.
2. To appreciate the meaning of responsible leadership and what that means to a network of companies, an organization and an individual.
3. To understand the importance of business ethics within an organization and across organizations.
4. To identify issues and challenges which are critical to management in today's business environment, including risk management.
5. To become familiar with some of the basic concepts and approaches which are helpful for analyzing situations and resolving issues.

Policies and Requirements



Most classes will be devoted to lecture and discussion of global trends, challenges and risks, as well as application of these concepts through in-class activities. Portions of certain classes are reserved for discussion of cases, exploration of current trends, and group activities. Everyone is expected to read assigned materials prior to class and be prepared to contribute to the discussion. We will be using business cases and articles for our classroom discussion. Other text books, magazines, reports and websites will be suggested to the class members as the course progresses.

Cases

Mattel and the Toy Recalls, case A; Ford Mondeo: A Model T World Car; and WebVan

Case Assignments

There will be assignments associated with the three cases mentioned above. For Mattel and the Toy Recalls (case A) come prepared to discuss the case. A written report is not required. For the remaining two cases a written report should be prepared for each case that addresses the corresponding guidelines (see below) and anything else that you deem appropriate. These reports must be typed (as a guide, no more than ten double-spaced pages each), and submitted when that case is discussed in class (see below, as well as the attached course outline). The reports should be organized and well-written. In other words, writing counts. Reports will not be accepted late; email them if you are unable to attend class. You may work in groups on any case, and submit one case report per group. Groups may be one or more persons.

- *Due on June 20th:* Read case A: 'Mattel and the Toy Recalls, and be prepared to discuss in class the following:
 - What challenges do toy companies face in managing offshoring?
 - What are Mattel's key strengths? What is the nature of the product quality problem faced by Mattel? What organizational practices of Mattel contributed to the problem?
 - Which toys should be recalled? What should the recall strategy be?

- *Due on June 21st:* Read the case: 'Ford Mondeo: A Model T World Car?', and submit a report that addresses the following:
 - Summarize the case.
 - Ford currently appears to be in deep trouble. Do you think the Ford management practices illustrated in this case have contributed to its problems today or represent a way out? Explain.

Policies and Requirements



- *Due on June 22nd*: Read the case: 'Webvan', and submit a report that addresses the following:
- What happened here? What are the main reasons that Webvan failed as spectacularly as it did?
- What was supposed to happen? How did Webvan's founders and initial investors hope the future was going to unfold for the company?
- Webvan realized that its goals were ambitious, but were they too ambitious? What do you think of the quote from the Webvan spokesperson that, "You don't build a rocket to go halfway to Mars?"
- What could the company have done differently to increase their chances for success?
- Do you think that large numbers of people will ever buy their groceries over the Internet? Explain.
- What lessons do you take away from the Webvan story about the 'dot-com' era?

Group Presentations

Group presentations will be made on Saturday, June 22nd, 2019, Each presentation (which should include a copy of PowerPoint slides for the instructor) will be for the "Board of Directors" of a real or fictitious company, and address the following:

- Define a current problem or opportunity related to what that the company is facing.
- Recommend a solution or solutions.
- Justify your solution(s).

Final Paper

Also on *Saturday, June 22nd, 2019*, please submit a paper, via email, for the "Board of Directors". You may select any trend, challenge or risk that you wish for a specific company or industry. In the paper you should explain the trend, challenge or risk that the company is facing and what you recommend be done to improve the situation and why. All topics should be submitted to the instructor for approval prior to writing the paper.

+ Grading

GRADES WILL BE "PASS" AND "FAIL"

ASSIGNMENT/GRADING ITEM	DUE DATE	PERCENTAGE
Class Discussion; Participation & Case Assignments	June 20 - 22	35%
Creative Brief	June 22	30%
Ad Evaluation	June 22	35%

Academic Misconduct Policy:

All members of the 2019 Trends, Risks, and Challenges in the Global Supply Chain International Summer course shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

Expected Classroom Behavior:

- Participating in class activities
- Respecting the diversity of cultures, opinions, viewpoints in the classroom
- Listening to fellow students, professors, and lecturers with respect
- Prepared for class

Course Syllabus

JUNE 20

Overview

Before class read Mattel Case A

- Introductions
- Review Syllabus
- Overview of Trends, Challenges, and Risks
- Responsible Leadership
- Discuss Mattel Case A

JUNE 21

Sustainability

Before class read Ford Model T Case

- Climate and Environmental Change
 - Sustainability
 - Natural Disasters
 - Tariffs
 - Political Unrest
 - Underdeveloped Countries
- Submit Ford case report.

JUNE 22

Future of Supply Chain

Before class Webvan case, prepare group presentation, and complete individual paper

- Millennials and the Aging Population
- Amazon Effect
- Importance of Technology
- Group presentations

Submit Webvan case report, group presentation, and individual paper.