

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>SCHOOL</b>	APPLIED ECONOMIC AND SOCIAL SCIENCES		
<b>DEPARTMENT</b>	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
<b>LEVEL OF STUDY</b>	<i>Undergraduate</i>		
<b>COURSE UNIT CODE</b>	<b>5303</b>	<b>SEMESTER</b>	3rd
<b>COURSE TITLE</b>	SUPPLY CHAIN MANAGEMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		4	5
<b>COURSE TYPE</b>	In-Depth Analysis		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION:</b>	Greek		
<b>LANGUAGE OF EXAMINATION/ASSESSMENT:</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	The course web page is available at <a href="https://oeclass.aua.gr/eclass/">https://oeclass.aua.gr/eclass/</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>	
<p><b>The aim of the course is:</b></p> <ul style="list-style-type: none"> <li>• To encourage the understanding of key issues of the Supply Chain and Logistics in relation to the competitive strategy that is formed in the modern changing environment.</li> <li>• To introduce the students to the concepts of Supply Chain Management of goods and services.</li> <li>• To develop students' analytical and critical vision skills</li> </ul> <p><b>Upon successful completion of the course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identifies the basic concepts of supply chain analysis and logistics</li> <li>• Understands the strategic role of supply chains</li> <li>• Evaluates the efficiency of supply chain processes</li> <li>• Analyzes logistics costs and the factors that shape it</li> <li>• Analyzes and evaluates the requirements for the design and operation of supply chains</li> <li>• Compares supply chains in terms of various parameters that determine their operation</li> <li>• Consider creating a flexible supply chain Investigate the management of global distribution channels, as well as the appropriate risk management, in order to make the modern supply chain resilient.</li> </ul>	
<b>General Competences</b>	
<ul style="list-style-type: none"> <li>• Adapting to new situations</li> <li>• Decision-making</li> <li>• Working independently</li> <li>• Teamwork</li> <li>• Working in an international environment</li> <li>• Working in an interdisciplinary environment</li> <li>• Production of new research ideas Teamwork</li> <li>• Project planning and management</li> </ul>	

- Respect for difference and multiculturalism
- Respect for the natural environment
- Showing social, professional, and ethical responsibility and sensitivity to gender issues
- Criticism and self-criticism
- Production of free, creative and inductive thinking

### 3. SYLLABUS

#### Course description:

1. Introduction to the basic concepts of logistics and supply chain. Supply chain and competitive strategy
2. Logistics and value for the customer (marketing and logistics application framework, value gain for the customer, customer service, stock depletion effects).
3. Logistics and customer value (customer retention, market-driven supply chains, setting standards, goals and priorities in customer service).
4. Market approach
5. Measurement of cost and performance of logistics (logistics and final result, logistics and value for the shareholder)
6. Measurement of logistics costs and performance (total cost analysis, service costs, customer profitability, immediate product profitability)
7. Matching supply and demand
8. Creating a flexible supply chain
9. Strategic management of response time
10. Synchronized Supply Chain
11. Management of global distribution channels
12. Specific supply chain issues (supply chain risk management, overcoming obstacles to supply chain integration, future trends)
13. Case studies

A combination of teaching and learning methods will be used aiming at the active participation of students and the practical implementation of the thematic units under consideration. Therefore, there will be lectures using audiovisual media, analysis and discussion of case studies on real operational issues, experiential (group) exercises, as well as projection of relevant videos. Also, students will prepare an individual or group project.

Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

### 4. TEACHING METHODS--ASSESSMENT

<b>MODES OF DELIVERY</b>	Face -to-face, Distance learning
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System)</li> <li>• Support of lectures using presentation software</li> <li>• Use of audiovisual material</li> <li>• Use of web applications</li> </ul> <p><b>Communication with students:</b> face to face at office hours,</p>

	email, eclass platform	
<b>COURSE DESIGN</b>	<b>Activity</b>	<b>Work Load</b>
	Lectures (direct)	65
	<i>Writing paper/ papers</i>	20
	<i>Independent Study</i>	38
	<i>Advisory support</i>	0,5
	<i>Exams</i>	2
	<i>Course Total (approximately 25 hours of workload per credit unit 125.5)</i>	<b>125,5 h</b>
<b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b>	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <p>i. Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may includes:</p> <ul style="list-style-type: none"> <li>• Multiple choice test</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness, clarity</p> <p>ii. Optional written exam during the semester (weighting factor 30%) which may includes:</p> <ul style="list-style-type: none"> <li>• Multiple choice test</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Essay/report</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness, clarity</p> <p><b>special learning difficulties</b></p> <p>Students with <b>special learning difficulties</b> in writing and reading (as certified and characterized by a competent body) are examined according to the procedure provided by the Department.</p> <p><b>Specifically-Defined Criteria:</b></p> <p>The evaluation criteria become known during the first course and are clearly formulated on the course's website and in the e-class. The answers of the exam questions are posted in the eclass after the exams are held. Students have the opportunity to see their writing after the course is graded (in the announced office hours) and receive explanations about the grades they received.</p>	

## 5. SUGGESTED BIBLIOGRAPHY

### *Suggested Bibliography in Greek Language:*

- Christopher, M. (2017). *Logistics και Διαχείριση Εφοδιαστικής Αλυσίδας*. Αθήνα: Κριτική.
- Sunil, S. (2020). *Διοίκηση Εφοδιαστικής Αλυσίδας*. Θεσσαλονίκη: Τζιόλα
- Taylor, D. (2006). *Διαχείριση Εφοδιαστικής Αλυσίδας*. Αθήνα: Κλειδάριθμος.

***Suggested Bibliography in English Language:***

- Christopher, M. & Peck, H., (2003), *Marketing Logistics*, 2<sup>η</sup> έκδοση, Butterworth- Heinemann.
- Heinrich, C., (2003), *Adapt or Die: Transforming your Supply Chain into an Adaptive Business Network*, John Wiley & Sons
- Chandrashekar, A & Schary, P., (2002) <<The Virtual Web- Based Supply Chain>>, Franke, U., *Managing Virtual Web Originations in the 21<sup>st</sup> Century*, Idea Group Publishing.
- Anderson, C., (2006) *The Long Tail: Why the Future of Business is Selling Les of More*, Hyperion, New York

**Selected academic Journals:**

- International Journal of Supply and Operations Management
- Journal of Supply Chain Management
- Supply Chain Management Review
- International Journal of Physical Distribution and Logistics Management

***Instructor's Notes***