

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230513</b>	<b>SEMESTER</b>	<b>5th</b>
<b>TITLE</b>	<b>SUPPLY CHAIN MANAGEMENT</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	MANDATORY COURSE		
<b>PREREQUISITE COURSES</b>			
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>With the effective teaching of this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Knowledge: become familiar with the use of introductory terms in supply chain management and with the execution of main functions/processes of the business, performance measurements, and key decisions (strategic, tactical, and operational) in supply chain networks.</li> <li>2. Understanding: distinguish the knowledge that will allow him to understand the role of thoughtful models, optimization and simulation models in supply chain design.</li> <li>3. Application: classify and conceptually discover the main elements of Supply Chain Management (CMP) and Supply Chain (CC).</li> <li>4. Analysis: analyze the role of network technologies and e-Commerce in the management of supply chains.</li> <li>5. Composition: compose and explain from their own practical experiences the importance of CMP and compose the importance of information in CMP optimization.</li> <li>6. Evaluation: evaluate how related decisions can affect the overall performance and effectiveness of a business/organization.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>✓ Search, analysis and synthesis of data and information, using the necessary technologies</li> </ul>

- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Work in an international environment
- ✓ Work in an interdisciplinary environment

### 3. COURSE CONTENT

1. Supply Chain (SC): Definition, how it is formed, what it consists of, shape/examples, flows (products/services, information, cash flows), objectives, value-added EA, Porter value chain model (main and secondary/complementary functions)), SC system analysis, collaborations (reasons, benefits).
2. Supply Chain Management (SCM): Definition, Functions: report and summary of the processes involved, Systematic approach (problems, etc.).
3. SCM: Transformation about the evolution of new technologies, the emergence of the Internet, its acceptance as a means of marketing/implementation of commercial transactions/exchange of information, etc., and the perception of the benefits that result from a successful SCM.
4. SCM implementation phases: strategy, planning, operation, evaluation.
5. Factors influencing the development of SC and SCM to gain a competitive advantage.
6. Organization of channels and distribution networks in SC.
7. Information management to support their process  
decisions on issues related to its core functions  
SCM and the design of the SC network.
8. Information technologies SCM, Brief presentation of technologies (main features, capabilities, main suppliers of the world market).
9. The role of E-Commerce (EC) in SCM
10. Electronic SC,  
(Definition, characteristics, evolution, types, current situation, UN influence on the automation and optimization of SC processes).
11. Modern forms of SC networks (virtual businesses, definition, features, types, management models, etc.).
12. SCM coordination and EA completion.
13. SCM & SC recapitalization

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to Face
<b>ICT USE</b>	Use of Moodle academic platform to communicate with students and post support material. Use of the internet to find resources

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Interactive Teaching	40
	Bibliographic study and analysis	30
	Seminars	41
	TOTAL	150
ASSESSMENT	<p>Concluding evaluation with multiple choice questions and short answer: 70%</p> <p>Formative evaluation with intermediate sub-tasks: 30%</p> <p>The test material is posted on Moodle and time is spent before the test solving questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

## 5. REFERENCES

### ***-Suggested bibliography:***

- 1. Operations Management-Sustainability and Supply Chain Management, Heizer Jay, Render Barry, Munson Chuck. ISBN: 9789925575480. BROKEN HILL PUBLISHERS LTD. 1/2020
- Book [50659353]: Logistics: Logistics and Distribution Network Management, Bowersox D., Closs D., Cooper M., Bowersox J. ISBN: 9789963258413. BROKEN HILL PUBLISHERS LTD. Edition: 4th edition / 201