The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

**General Program Learning Goals** (goals covered by this course are indicated):

- 1. Graduates should be able to communicate effectively verbally and in writing.
- 2. Graduates should solve strategic problems with a creative and innovative approach.
- 3. Graduates should demonstrate leadership skills demanded of a person in authority.
- 4. Graduates should think with a global management perspective.
- 5. Graduates should possess the necessary skills and values demanded of a true professional.

**Instructor:** Dr. Don Jyh-Fu Jeng  
**Office:** Rm# 27807 (The 8th floor of Yun-Ping Building, East Block)  
**Office Hours:** 14:00-17:00 Tuesday and by appointment  
**Phone:** 06-2757575 ext. 53563  
**E-mail:** jeng@mail.ncku.edu.tw  
**Class Time:** 14:10-15:00 Monday  
**Class Location:** Rm# 62401  
**Course TA:** Ms. Narisara Pipatanant (Gift)  
**TA’s E-mail:** pipatanant@yahoo.com

**Course Description:**
E-business is defined as the union of Internet and supply chain integration. This cohesion is transforming many processes within the supply chain from procurement to customer management and product design. While the management of information flows have always been a key aspect of supply chain management, the rapid growth of web-based information transfer between companies, their suppliers, and their customers has decidedly increased the importance of information management in creating effective supply chains.

This course covers the wide aspects of e-business and supply chain management. Topics include e-business, e-marketplaces, supply chain management and strategy, information technology and management, and operations management. Students are expected to learn the best (or worst) practices of above topics through designed cases and articles.

**Course Objectives:**
This course has been designed to achieve the following objectives:

- To acquaint students with e-business and supply chain terminology and concepts.
- To assist students understand real business environments from an analytic perspective.
- To familiarize students with various real cases in day-to-day operations management.
Instruction Materials:

- **Cases:**
  - Harvard Business Publishing (http://hbsp.harvard.edu/)
    - *The ITC eChoupal Initiative* by David M. Upton, Virginia A. Fuller (9-604-016)
  - Ivey Publishing (http://cases.ivey.uwo.ca/)
    - *Synnex International: Transforming Distribution of High-tech Products* by Shih-Fen Chen, Lien-Ti Bei (9B08A019)
    - *Nike Inc.: Developing an Effective Public Relations Strategy* by Kathleen E. Slaughter, Donna Everatt (9A99C034)
    - *Giant Inc.: Formation of the A-Team* by Chwo-Ming (Joseph) Yu, Paul W. Beamish (9B09M044)
    - *Daikin Industries* by Tetsu Imigi, Chris J. Piper (9B04D018)
  - Harvard Business Review (HBR)
  - Extra materials for Ph.D. students or for Master students’ research interest:
  - Other references will be delivered or announced in the class.
  - **Important Notice:** All the instruction materials must be legal copies.

Course Arrangement and Requirement:

- Students are expected to form into groups for pre-class case discussion, homework assignment, HBR presentation, and case contest. Each member should contribute equally to the group. Your final grade in this area will also be based on peer evaluations from your team members.
- This course will run mainly in case discussion format. You are expected to be prepared and participate in class discussion. **Do not come to class unprepared.**
- The HBR articles in varies perspective is assigned as in-class lecturing material. Referring the cases to the HBR articles is highly recommended. Pre-reading prior to the class will be much helpful for participation. You are welcome to discuss with lecturer for all the materials related to the subject.
A research-based term paper will be assigned to Ph.D. students.

Grading Policy:
- Class attendance (see Other Policies: 2) 10% (individual-based)
- In-class participation 20% (individual-based)
- Homework assignment 10% (team-based)
- Presentation
  - MBA: HBR study 20% (team-based)
  - PhD: HBR study + Term research paper 20% (individual-based)
- Midterm exam 20% (individual-based)
- Case contest 20% (team-based)

AACSB Multiple Assessment:

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<th>Class attendance 10%</th>
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<th>Presentation 20%</th>
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Class Schedule: (Schedule is subject to change with prior announcement)

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<tr>
<th>WEEK</th>
<th>DATE</th>
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<th>READING ASSIGNMENT</th>
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<tbody>
<tr>
<td>1</td>
<td>9/19</td>
<td>Course overview</td>
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<td>2</td>
<td>9/26</td>
<td>Introduction to E-business and Supply Chain Management</td>
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<td>Introduction to the course assignment</td>
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<td>3</td>
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<td>Ivey Case: Synnex International: Transforming Distribution of High-tech Products</td>
<td>Case# 9B08A019</td>
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<td>4</td>
<td>10/10</td>
<td>National Holiday</td>
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<td>5</td>
<td>10/17</td>
<td>HBR: Genpact's CEO on building an industry in India from scratch</td>
<td>HBR</td>
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<td>6</td>
<td>10/24</td>
<td>Ivey Case: Nike Inc.: Developing an Effective Public Relations Strategy</td>
<td>Case# 9A99C034</td>
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<td>10/31</td>
<td>HBR: Talent management for the twenty-first century</td>
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<td>11/7 Ivey Case: <em>Giant Inc.: Formation of the A-Team</em></td>
<td>Case# 9B09M044</td>
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<td>Reference - HBR: Supply chain challenges: Building relationships</td>
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<td>11/14 HBR: <em>The triple-A supply chain</em></td>
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<td>11/21 Midterm Exam</td>
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<td>11/28 HBR: <em>How to acquire customers on the web</em></td>
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<td>12/5 Ivey Case: <em>Daikin Industries</em></td>
<td>Case# 9B04D018</td>
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<td>13</td>
<td>12/12 HBR: <em>Are you the weakest link in your company’s supply chain?</em></td>
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<td>12/19 Harvard Case: <em>The ITC eChoupal Initiative</em></td>
<td>Case# 9-604-016</td>
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<td>15</td>
<td>12/26 Ph.D. student research presentation / report</td>
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<td>Course wrap up</td>
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<td>16</td>
<td>1/2 (Case Contest Preparation) Group discussion / preparation</td>
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<td>17</td>
<td>1/9 Case Contest</td>
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**Other Policies:**

1. **Assignment and Grading:**
   - All assignments must be submitted to the Moodle.
   - Assignment is due exactly at the prescribed time (Moodle features timestamp). **No late assignment is accepted.**
   - Any questions or complaints regarding the grading of an assignment or report must be raised **within one week** after the score is made available.
   - All assignments and reports should be **your original work/concept**.

2. **Attendance:**
   - You **must display your name tag** in front of the desk for discussion purpose.
   - You have to sign the attendance sheet when enter the classroom.
   - If you sign for other students or do not sign on the attendance sheet, you will be regarded as “being absent” no matter what evidence you provide to the lecturer afterwards.
   - If you come in class late or leave early, your attendance counts a half only.
   - There is no need for you to ask for apology when you are absent from class.
   - Student leave (whether casual or sick leave) **exceed one third (1/3)** of the total lecture hours in the semester will automatically results **FAIL** in the final grade.

3. **Penalty for cheating and plagiarism** will be extremely severe. Use your best judgment. If you are not sure about certain activities, consult the instructor. **Standard academic honesty procedure will be followed and active cheating and/or plagiarism automatically results FAIL in the final grade.**

4. **You are expected to come fully prepared to every class and responsible for everything discussed in class. Note your attendance and participation counts. You may receive a zero for absence or lack of participation.**

5. **The laptop usage is limited only for in-class related activity. The Internet surfing, chatting, or any other non-class-related usages are forbidden.**

6. **Pay very careful attention to your e-mail correspondence. It reflects your communication skills. Avoid use non-standard English such as "how r u?" in your e-mail message. In addition, it is**
recommended to indicate the class number and a brief summary of your question in the e-mail subject. For example,

Subject: RA60400 A question on homework

7. I immediately discard anonymous e-mails.
8. The ringing, beeping, buzzing of cell phones and/or watches during class time is extremely rude and disruptive to your fellow students and to the class flow. Please turn all cell phones and watches off or into silent mode prior to the start of class.
9. For any disability accommodations needed for the course, please do not hesitate to notify the instructor for assistance.