

**SUMMER 2014**  
**SPECIAL TOPICS TO CONSIDER**

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**MG 755 Special Topics in Management: Matching Supply Chain with Customer Demand-- Real Solutions for Real Operations**

*Pre-requisite(s):* None

*Note: This course may be used as a Management Concentration elective in the MBA. It may also be used as an MBA unrestricted elective or an outside elective for certain MS degree programs.*

**Course Description**

The ability of an organization to properly match its supply chain with its customer demand is a critical element for competitive success and its long-term survival. This course introduces students to real solutions that address real operations. Here “real operations” means the different managerial challenges as they actually exist on business today. “Real solutions” means that various techniques and tools presented in the course have been actually applied in solving these challenges. The course therefore introduces practice-based analytical skills for business operations that focus on managerial issues without requiring an extensive background in technology and/or quantitative methods. Students with a desire to learn how organizations become world-class operations in the 21st century are most welcome.

**Course Objectives**

The course seeks to help students both improve overall understanding of the operations and supply chain management challenges and provide specific analytical skills for addressing them. At the completion of this course, students will:

*have an improved understanding of*

- The challenges facing today’s companies and how companies address these challenges through introducing effective operations and supply chain management.
- How every company transforms, through innovative processes, a variety of “inputs” into value creating goods and services.
- The critical importance of thoughtful design, operation, and improvement of processes.
- The critical importance of effectively matching supply chain with customer demand.

*and acquired the necessary skills to*

- Analyze and identify improvement opportunities within business processes.
- Measure operational performance in terms of productivity, flexibility, quality, and response time, etc.
- Introduce new process designs to improve the existing operations.
- Work with people from different backgrounds as a team to solve complex business operations problems.

**Course Instructor**

The course is taught by Professor Gang Li, an internationally recognized expert in modeling and solving challenging business problems by applying advanced operations and analytical technologies. Professor Li’s work has resulted in saving millions of dollars by improving operations. His academic background includes teaching at Bentley University and the University of Texas at Austin. He also has done consulting/research for companies and universities internationally. Professor Li holds a PhD in Supply Chain and Operations Management from the University of Texas at Austin and a PhD in Systems Engineering from Beijing University of Aeronautics and Astronautics.