

**Name of programme: Supply Chain Management (MSc)**

<b>Title of Module</b>	<b>Supply Chain Relationship Management</b>
Responsible person	Prof. Dr. Monika Maria Möhring
Lecturer	Prof. Dr. Monika Maria Möhring
Module Code	SCM03
Type of Module	X obligatory module, O elective module
Level	O BA O BSc O BEng, O MA x MSc O MEng O MBA
Language	English
Related Degree Programme/s	Supply Chain Management (B.Sc.)
Department	Management and Communication
Location	O Gießen, x Friedberg
Availability/frequency of module	O every semester, O annually in the Winter Semester, x annually in the Summer Semester,
Hours per Week / Workload	3 HpW, contact hours per week 150 H in total
Number of CrP/ECTS	5 ECTS/CrP
Forms of instruction	O lecture, x seminar, O supervised training, O laboratory practical course
Qualifications and Goals	<p>This compulsory course teaches the adequate configuration of external relationships of companies with value co-creation partners. Such longitudinal stable supply chain dyadic relationships often constitute a differentiating factor and are thus to be seen as strategic. Based on economic theories describing and valuing supply chain relationships under scientific and applied consideration, strategies, methods and instruments framing the conceptualisation of supplier relationship, the contractual configuration management is discussed and exemplified by applied case studies.</p> <p>The dyadic concept is then extended to consideration of management of supplier networks, of questions concerning coordination and value contribution of strategic alliances.</p> <p>Students will after this course be able to:</p> <ul style="list-style-type: none"> <li>- reflect theories describing and valuing relationships in a supply chain and critically reflect those theories as to practice,</li> <li>- to formulate and evaluate strategic alternatives for procurement and innovation sourcing,</li> <li>- to apply instruments and tools of supplier relationship management,</li> <li>- to re-enact the necessity to create strategic network alliances and issues in coordinating supply networks.</li> </ul>
Short Description of Contents	<p>This compulsory course teaches the adequate configuration of external relationships of companies with value co-creation partners. Such longitudinal stable supply chain dyadic relationships often constitute a differentiating factor and are thus to be seen as strategic. Based on economic theories describing and valuing supply chain relationships under scientific and applied consideration, strategies, methods and instruments framing the conceptualisation of supplier relationship, the contractual configuration management is discussed and exemplified by applied case studies.</p> <p>The dyadic concept is then extended to consideration of management of supplier networks, of questions concerning coordination and value contribution of strategic alliances.</p>

Description of Contents	<p><b>Learning Unit 1: Theoretical classification and framing of relationship management</b></p> <ul style="list-style-type: none"> <li>- relationship management within the network management discipline</li> <li>- delimitation of socio-technological economic business relationships; typification and differentiation of B2B supplier-customer-relationships</li> <li>- economic theories describing and valuing cooperation and co-creation relationships in B2B networks</li> <li>- the role of power, relational contract, opportunism, control, and alignment</li> </ul> <p><b>Learning Unit 2: Strategic supplier management</b></p> <ul style="list-style-type: none"> <li>- organisational setup in purchasing</li> <li>- effects of an aligned supplier relationship on financial and non-financial performance indicators</li> <li>- supplier segmentation and strategic options in designing supplier portfolios</li> <li>- instruments for scouting and valuing suppliers</li> <li>- selection and development of suppliers</li> <li>- the juridical contract including sanctions and incentive mechanisms</li> <li>- contractual aspects in national and international contexts</li> </ul> <p><b>Learning Unit 3: Management of supplier networks</b></p> <ul style="list-style-type: none"> <li>- problems of governance and steering in supplier networks</li> <li>- efficiency and autonomy in supplier networks</li> <li>- peculiarities of industry-specific supplier networks</li> <li>- strategic network alliances</li> </ul>
Prerequisites	(1) Students should have completed at least one undergraduate level operations management and business administration/strategic management course; (2) B2 level in English; (3) matriculation on master level
Assessment	O oral (O examination of xx minutes, O presentation), x written (O final exam, <b>x term paper</b> )
Literature/Textbooks	Monika Maria Möhring, „Innovation in a B2B industrial context: exploring supply networks, strategy and management“. Springer-Gabler, 2014. ISBN 978-3-658-05721-3
Other	