



Ph.D. in Economics and Management  
***Elective course: Supply Chain Management***  
(Barbara Gaudenzi, University of Verona)

The goal of this course is to provide the main knowledge about Supply Chain Management (SCM).

The effective and efficient management of a supply chain is recognized as a priority for organizations, and both practitioners and academics should analyze when and how the management of the supply chain as a whole can represent a way for achieving the competitive advantage.

The scope of this Ph.D.'s course is therefore to describe definitions, strategic/operational objectives and characteristics of SCM, and then to provide a theoretical framework of their integration. Lecturer aims also at describing the historical evolution of managerial approaches, in order to deeply understand strategic priorities and business techniques among different époques.

The application of different frameworks will be analyzed through industry examples with case studies, to be presented and discussed in the class with the scope to offer practical insights. Case studies will refer to different industries, supply chain's dimensions and countries, to provide an overview of issues in global SCM.

The Ph.D.'s course has therefore the following objectives:

- to offer an opportunity for students to develop a richer understanding of these topics;
- to provide a forum in which doctoral students will have an opportunity to dialogue with academic experts;
- to expose students to research policy, techniques, and approaches in SCM;
- to build a level of professionalism and awareness of issues, challenges, and opportunities in the global business community;
- to provide Ph.D. students with papers to be presented and discussed in the classroom.

**Evaluation of attendants**

The evaluation of Ph.D. students is based on:

- the presentation of a paper;
- the presentation of a literature review.

# Syllabus content

## 1. Fundamentals in SCM

- Fundamentals of Logistics and SCM
- Research Opportunities in Logistics and SCM
- Research Methods for Logistics and SCM
- Qualitative approaches to SCM Research

## 2. Value creation and measurement systems

- Value Creation and Customer Satisfaction: definitions and measurement systems
- The value co-creation with the customer: the business-to-business perspective and the business-to-consumer perspective
- Trade off between cost and logistics management
- Implementation of Performance Measurement systems

## 3. Supply Chain Management

- Managing extended Supply Chains in turbulent and global environment
- Lean and agile Supply Chains
- Outsourcing decisions
- Approaches for increasing the resilience of supply chain processes

## 4. Managing risks in supply chains

- Managing vulnerability and risks in supply chains
- Business continuity and supply chain risk management
- Techniques and methods for managing risks in operations

## Lecturer

Barbara Gaudenzi, Ph.D., is Associate professor in Marketing, Logistics and Risk Management at the University of Verona. She is also Director of LogiMaster and Director of the Post Graduated Course in Risk Management at the University of Verona (Italy).

Other invited lecturers will be confirmed during the academic year.