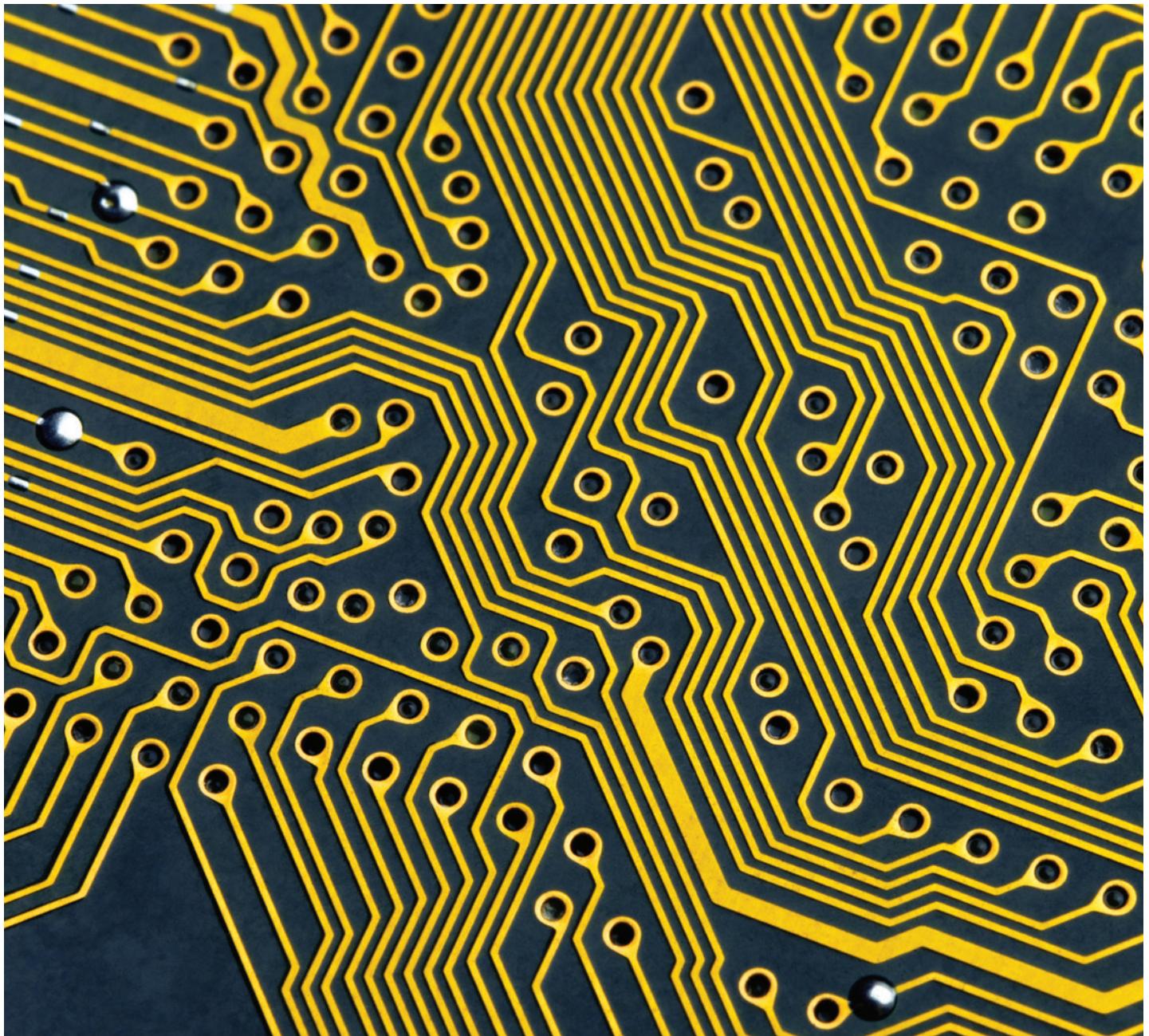


GLOBAL SUPPLY CHAIN MANAGEMENT SIMULATION

V2

FOR COURSES IN:
SUPPLY CHAIN MANAGEMENT
OPERATIONS MANAGEMENT



GLOBAL SUPPLY CHAIN MANAGEMENT SIMULATION V2

Our revised version of the *Global Supply Chain Management Simulation* includes an updated interface and modernized features in the product line managed by students.

In this single-player simulation, students set up a global supply chain to deliver 2 models of mobile phones. The simulation takes place over 4 simulation years and students visit 4 different “rooms” each year. Students choose new mobile phone features and forecast demand. They choose among a geographically diverse group

of suppliers—all with different lead times—and contract for production. The goal is to understand how to balance competing priorities and a supply chain that is flexible enough to react quickly to unexpected shifts in demand while remaining profitable.

Introduction

YEAR 1

Design Room

Product Options

Forecasting Room

Production Room

Boardroom

Scorecard

Year 1
Profit: \$0
Votes: 0

Decision History

Design Room

Estimated Model Demand
Without Options, Monthly Units in thousands

	Andrei	Aya	Lorenzo	Claire	Mike	Ruth	Consensus
Model A	63	54	64	59	64	56	63
Model B	36	18	38	28	38	22	33

Product Options

Upgraded Communication

Exterior Material

Stylish

Storage Capacity

Estimated Monthly Impact of Selected options on Demand
in thousands, impact the same for both models

Estimated Impact of Selected Options on Per-Unit Profit
in US dollars

	Price	Cost	Profit
Base Model A	\$230	\$160	\$70
Model A w/ options	\$200	\$130	\$70
Base Model B	\$270	\$180	\$90
Model B w/ options	\$240	\$150	\$90
Impact per Unit	\$30	\$30	\$0

Estimated Demand Forecast
with and without options, in thousands a month

	Average	Standard Dev.
Without Options	60	4
With Options	60	12

→ In the Design Room, students choose options for 2 models of mobile phones and analyze their possible impact on sales.



The Design Room

In the Design Room, students choose among 4 options to add to 2 mobile phone models. The Design Room advisors offer different opinions on the relative value of each possible product feature and provide individual demand forecasts. Analysis tools allow students to summarize the forecasts from the advisors and determine the best combination of options.



The Forecasting Room

In the Forecasting Room, students must forecast the total demand for each mobile phone based on the design options they selected in the Design Room. Members of the forecasting team present their individual forecasts. Using this information, students create a demand estimate for the year.



The Production Room

In the Production Room, students set up the supply chain to meet the demand forecast. There are 4 possible suppliers located in different parts of the world. Each supplier has different production costs, lead times, and capacities that students consider in constructing an effective supply chain. Once the orders are placed, students advance the simulation 1 month at a time through 12 months of production.

Estimated demand numbers are replaced by actual sales for each month and students monitor whether the supply chain is able to match demand. Student must weigh the costs and benefits of changing production orders midyear. Production shortages result in lost revenue while excess inventory must be sold off at a substantial discount to liquidators at the end of the year.



The Boardroom

In the Boardroom, students review their performance for the year with the board of directors. Each board member offers constructive feedback on how well the students managed the supply chain strategy. Some board members ask additional questions to test students' understanding of how well the supply chain functioned. Students can earn "board votes"—votes of confidence from board members who are pleased with their performance.

Students keep track of their yearly performance in the Scorecard section. The Scorecard tracks yearly profits as well as the number of "board votes."

Forecasting Room

Congratulations, the design options for the two mobile phone lines have been specified. You will now have to predict the total demand for each product line.

Your forecasting team members have come up with a consensus for what they believe demand will be for the mobile phone lines.

However, the board of your company is interested in your personal estimates as well.

The numbers you will forecast after entering the forecasting room will not affect your production schedule, but they will help you later as you determine where and how to source your products.

Model A: Monthly Estimated Demand May–December

in thousands per month



Model B: Monthly Estimated Demand May–December

in thousands per month



→ **Students forecast their demand estimates for the year based on the selected phone options.**

Boardroom

Board Review

Your company's board will now discuss your performance. Each board member has a particular area of interest and will give you some advice in that area.

It pays to listen to your board members, as they will give valuable advice and look for improvements each year.



You have done a good job this year, but I will not be able to give you my vote for now. My suggestion is to think more about when to overproduce and when to underproduce relative to demand.

◀ Previous

Adele

Next ▶



→ **Board members provide feedback on the performance for the year.**

ALSO AVAILABLE

**Operations Management Simulation:
Benihana V2**
 PRODUCT #7003

**Operations Management Simulation:
Process Analytics**
 PRODUCT #3291

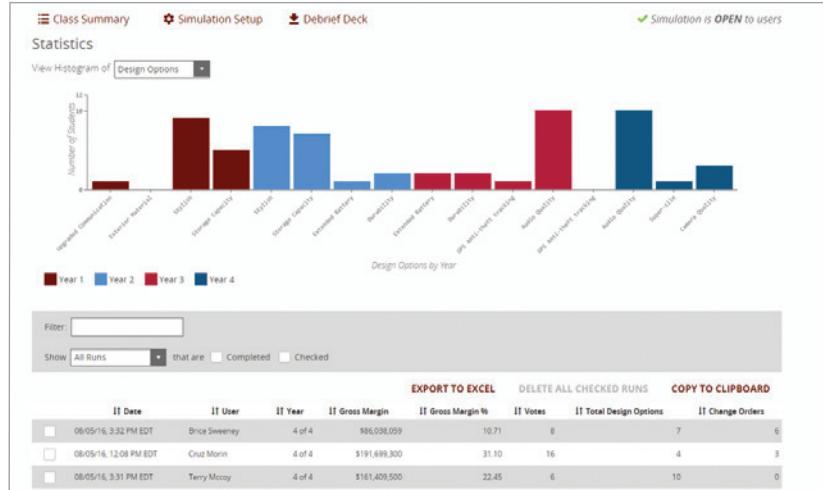
**Supply Chain Management Simulation:
Root Beer Game V2**
 PRODUCT #6619



Administration Options and Tools

A comprehensive **Teaching Note** covers key learning objectives, including:

- Creating a cost-effective and flexible supply chain using a combination of suppliers
- Managing inventory when demand is uncertain
- Evaluating and interpreting the dynamics of forecasting demand and production requirements
- Reacting to shifts in demand throughout the production cycle



→ The class summary screen provides high-level reporting of user results, with several metrics.

PRODUCT #8623

Single-player
Seat Time: 90-120 minutes

DEVELOPED IN PARTNERSHIP WITH
 FORIO ONLINE SIMULATIONS

NEW TO THIS EDITION

Updates to the revised version include an improved layout and design for students, new product options, new characters, a dynamic debrief PowerPoint slide deck, and compliance with the Web Content Accessibility Guidelines (WCAG) 2.0.

Viewing Simulation Results Faculty have full and immediate access to the simulation results organized by profits, board votes, and other metrics. Results are also available for download in Microsoft Excel format.

Capturing Student Strategies Faculty have the option to require students to submit short statements about the strategies they are using in each room. The statements are saved with the simulation results and can be useful for class discussion.

FREE TRIAL ACCESS

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A Free Trial allows full access to the entire simulation and is available to registered Educators on our website.

Educator registration is a free service for faculty at degree-granting institutions and allows access to Educator Copies, Teaching Notes, Free Trials, course planning tools, and special student pricing.

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