

Educational Level:

Undergraduate

Subject Area(s):

Global Logistics and Supply Chain Management

Time required:

25 hours

Adobe Skill Level:

Beginner to Intermediate



Develop a Logistics and Supply Chain Plan for a Sports Company

Overview

This group assignment simulates a real-world learning encounter for students to apply their knowledge in proposing solutions to logistics and supply chain issues in the areas of demand estimation & forecasting, supply chain performance metrics and logistics arrangements. Students are required to assume that they are part of a team of supply chain experts who plan to supply a chosen product to a sports company, for example Rebel Sports- Australia. Over a period of 9-10 weeks during a teaching semester, students scaffold knowledge and skills required to design an overall logistics and supply chain plan. Students will produce a report including an effective executive summary, visually presented using infographics.

This group assignment provides students with an opportunity to enhance professional skills and competencies including information literacy, critical literacy and technology literacy, especially through using Adobe Express to create infographics. Professionally visualising the logistics and supply chain decisions when implementing a project to supply a product to a client firm is one of the special features of the assessment.

Given the growing requirements of data visualisation, evidenced-based decisions and data driven decision making from the industry, this infographics-based learning activity is bound to develop students' competencies in presenting critical information in a visually attractive and convincing manner, synthesising diverse range of critical information to facilitate data driven decision making and designing an overall operational dashboard for quick executive decision making. Using infographics, the students not only develop creative digital presentation skills but also, they enhance deeper cognitive, integrative and

critical evaluation skills. This occurs when they synthesise critical information in a dashboard type format in such a way that it facilitates any decision maker to form an informed judgement about the status quo of the problem situation, visualise key deviations and trends underpinning the problem, and to take effective decisions to address the problem at hand.

Supporting Tools and Resources

- Team Charter template
- Student samples of infographics
- Assessment Criteria Global Logistics and Supply Chain Management
- [Adobe Express mini tutorials](#)
- [The contrast checker for accessibility](#)

Above resources are available on [Swinburne Commons](#).

Outline

Preparatory stage:

Make the main aim clear to students:

As a team of supply chain managers for a company supplying products to a Sports Goods Business (SGB), the students' task is to develop a forecast and distribution plan for supplying one real product (of their choice) to SGB outlets throughout Australia, to satisfy market demand for the next calendar year (i.e., January 2023-December 2023). A report, based upon a combination of facts you can learn about the companies involved and your own opinions, should cover key areas detailed in PART A and PART B below.

Planning stage:

Provide the following instructions 2-3 weeks before students embark on this group project

Ask students to form groups (4 members per group) and provide the Team Charter document to them. All groups must select their product and submit their Team Charter (detailing the project plan) with a brief description of the selected product & company, and the allocation of tasks for each member of their team to the instructor for approval. (Students should submit their Team Charter document through the learning management system on or before week 6. It is suggested to allocate 10% of the marks to this group project).

Required action from the instructor:

Approve the product and check the initial feasibility and relevance of the chosen product to the required task. Review and approve the team roles in this project.

Part A: Providing instructions to prepare the report

Step	Time	Description
1 Learn	3 hours	<p>Researching the company background and the details about the selected product.</p> <ul style="list-style-type: none">• Students gather Information about the background to the organisation they have chosen, their chosen product, and where the product is manufactured etc.,• Students describe who the sports good business (chosen SGB) is, what markets they operate in, their network design, their online presence, and how many retail stores they currently have around the country (break down state by state),• Students explain where their chosen product fits within the SGB's product range and who their customer segment is. <p>Provide this hint to students: The report should establish links between the key points they have learned in the classroom, from academic literature, and from their own research.</p>
2 Evaluate	4 hours	<p>Estimating Demand</p> <p>Instruct students to address the following areas:</p> <ul style="list-style-type: none">• What is a forecast and how is one developed?• Ask students to briefly explain one of the forecasting methods which they think is suitable for the chosen product. They should justify their suggestion.• Students discuss seasonal patterns, business cycles and trends, and comment on how they affect their chosen product (choose a product that experiences significant demand fluctuations)
3 Ideate & Create	3 hours	<p>Point to the relevant concepts and tools to the following tasks:</p> <ul style="list-style-type: none">• Students make a basic bill of materials (BOM) for their product (approx. 4-5 items) obtaining as much real information as possible through secondary sources and making valid assumptions if actual data is not available.

			<ul style="list-style-type: none"> Students develop a supply chain diagram for their product, including basic information about 1st and 2nd tier suppliers, downstream customers (including DCs etc.), and all flows.
4	Evaluate	2 hours	<p>Information Requirement Assessment</p> <p>Provide instructions to focus on the following specific areas:</p> <ul style="list-style-type: none"> What information is necessary to ensure Place, Time and Quantity Utility related to the chosen product? What mechanisms might you adopt to measure the performance of your supply chain?
5	Evaluate & Create	3 hours	<p>The distribution of your product from manufacturing site to store shelf</p> <p>Ask students to focus on the following specific areas:</p> <ul style="list-style-type: none"> Develop a map that shows distribution route(s), DC locations, and transports modes used throughout What is the estimated time for delivery? Will you use your own transport fleet or contract 3PLs? Why? Will you be using Private or Contract Warehouses? Why?
6	Create	5 hours	<ul style="list-style-type: none"> Students draft the report including the executive summary. The report is limited to 4000-4500 words (excluding references), a word count should be provided at the end, and it should follow an acceptable academic structure for case study reports. Academic references should be included to link the findings about company practice to established theory, and all referencing should be in the APA 7th Style (American Psychological Association) – this applies to the citations in the main body of the text as well as the reference section at the end of students' report.

Part B: Students produce an infographic to visually communicate the overall findings outlined within their report

Step	Time	Description	
7	Learn Evaluate	4 hours	Design Infographics to visually illustrate the (executive) summary of the report produced in step 6 above

& Create

Explain the following specific requirements to students:

Specific requirements:

- Students' infographics summary will need to synthesise critical information in a dashboard type format in such a way that it facilitates any decision maker to form an informed judgement about the status quo of the problem situation, visualise key deviations and trends underpinning the problem, and to take effective decisions to address the problem at hand.
- As an essential requirement of developing your students' digital competencies, they are advised to use Adobe Express (see tutorials link above) to design the Infographics visualisation of the overall project summary.
- When designing the infographics page, students will need to present the information in such a way that it is easy for a busy senior executive to comprehend the nature of the project, critical project elements and the project benefits at a glance.

8 Share

1 hour

Submission details:

Please follow the specific instructions detailed below:

- Ask one member of each student group to submit an electronic copy of their group report including the infographics summary to the Learning Management System (LMS) (if your institution uses Turnitin, do this via the Turnitin link) by the deadline. The report should have all the parts of the academic structure for case study reports including the references.

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