

# SYLLABUS

## Global Value Chain Summer School 2023

School of Business and Management, Steyr



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<b>Academic Student Supervisor:</b>	Melanie Gerschberger (University of Applied Sciences Upper Austria)
<b>Credits:</b>	6 ECTS (Equivalent to 3 Credits in the Anglo-Saxon context)
<b>Language:</b>	English
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### Global Value Chain Summer School at a Glance

The pandemic proved that logistics and supply chain management is a powerful discipline for tackling grand societal challenges. The Global Value Chain Summer School will be hosted in Thailand and provide you with the theoretical and practical input you need to become a change-maker. Our objectives: Inform – Interact – Inspire!

**Inform** – Benefit from cutting-edge knowledge and decades of experience from top academics and industry leaders from all over the world.

**Interact** – Work with dedicated academics and supply chain leaders from different industries, including retail and food. Engage in cross-cultural and cross-disciplinary teams and participate in interactive real case studies to learn how to turn grand societal challenges into entrepreneurial opportunities. Two world leading companies – ALDI Süd and CP ALL will provide full access to their superior SC processes and extensive data sets to help uncover business challenges and provide impactful solutions.

**Inspire** – Collaborate with academics, industry leaders and students from all over the world, develop your future network, and learn how to turn grand challenges into entrepreneurial opportunities. Enjoy a unique time in Thailand and get the real summer school experience. The cultural program is filled with exiting and unique opportunities!

### Examination

Oral group presentations for both cases (ALDI Süd and CP ALL). Presentations are evaluated by academic and industry jury based on the following grading sheet.

Final grade: average score of both cases on individual student level.

>=93 Very good (A)

>=82 Good (B)

>=71 Satisfactory (C)

>=60 Adequate (D)

less than 60 Unsatisfactory\* (F)

<b>Content &amp; Executability—i.e., can be done:</b>	Infeasible					Outstanding				
Quantitative analysis is appropriate and accurate.	1	2	3	4	5	6	7	8	9	10
Qualitative (strategic) analysis is appropriate & accurate.	1	2	3	4	5	6	7	8	9	10
Recommendations are appropriate and well-reasoned.	1	2	3	4	5	6	7	8	9	10
Proposed solution is appropriately creative.	1	2	3	4	5	6	7	8	9	10
The proposed solution can be successfully implemented.	1	2	3	4	5	6	7	8	9	10
<b>Overall Content Score (out of 50):</b>										
<b>Style &amp; Persuasion—i.e., should be done:</b>	Weak					Outstanding				
The presenters are poised and professional.	1	2	3	4	5	6	7	8	9	10
The presentation is clear and compelling.	1	2	3	4	5	6	7	8	9	10
The presentation is appropriately creative.	1	2	3	4	5	6	7	8	9	10
The visuals are professional.	1	2	3	4	5	6	7	8	9	10
The presenters handled Q&A convincingly.	1	2	3	4	5	6	7	8	9	10
<b>Overall Persuasion Score (out of 50):</b>										

# The Program

	Sunday	Monday, 31.7.	Tuesday, 1.8.	Wednesday, 2.8.	Thursday, 3.8.	Friday, 4.8.	Saturday, 5.8.	Sunday, 6.8.	Monday, 7.8.	Tuesday, 8.8.	Wednesday,9.8.	Thursday,10.8.	Friday, 11.8.	Saturday
Venue	Value Chain Case Studies												Departure	
	PIM Chaeng Wattana						PIM-EEC or Tara Resort							
	Accommodation in Nonthaburi						Accommodation in Pattaya							
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast		Breakfast
8am	Arriving in BKK	Opening and lectures	Cultural Program in Bangkok	The ALDI Case			Site Visit CP-ALL Distribution Center	Leisure Time in Pattaya	The CP-All Case					
9am	Transfer to PIM and check-in	Welcome to Summer School		Logistics and SCM an Asian perspective	Work on case	Work on case			The CP ALL Case - Intro	Get familiar with case	Work on case	Work on Case	Visit of CP-All Logistics Research Center Chonburi	
10am		Global value chains - a global perspective			Lunch	Lunch								Lunch
11am		Lunch		The ALDI Case - Intro	Lunch	Lunch			Lunch					
Noon		Global Risk and Resilience - a view from different perspectives		Get familiar with case	Work on case	Presentations of the ALDI-Case	Lunch	Get familiar with case	Work on case	Result presentation CP-ALL Case	Presentation of PIM International Award Ceremony and closing ceremony			
1pm		Lunch		Get familiar with case	Work on case	Presentations of the ALDI-Case	Lunch	Q&A Session						
2pm		Ice-Breaking Activities		Q&A Session										
3pm														
4pm														
5pm														
6pm														
7pm	Welcome Dinner													
8pm														
9pm														