

Post-harvest chain management

Supply chain and innovation management (C. Fischer)

Learning outcomes - Supply chain management (SCM) is concerned with the coordination of the physical flow of goods and services across space, time and different types of organisations. In this course, SCM is approached from the point of view of (industrial, or business-to-business) marketing, strategic management and transaction cost economics always with a focus on the fruit industry. The course offers an introduction into the topic and aims at providing the participants with a basic understanding of the involved issues, concepts and methods, so that they can apply them in their later job activities. In addition, the participants will learn and be able to apply the basics of innovation management, in particular collaborative innovation activities across the supply chain.

Course contents

- 1) Introduction
- 2) Fundamentals of supply chain management
- 3) Fundamentals of innovation management
- 4) Applications to the fruit industry
- 5) Summary

Teaching methods: 24 hours frontal lessons, 6 hours group work.

Readings/Bibliography

- Lecture materials and slides
- Fawcett, S., Ellram, L. and Ogden, J. (2007): *Supply Chain Management – From Vision to Implementation*. Pearson Prentice Hall, Upper Saddle River, NJ, USA
- Fischer, C. (2010): Opportunities for innovation in specialised fruit & vegetable retailing – results from an Auckland greengrocers survey. In: Hewlett, E. & Johnson, J. (eds), *Proceedings of the Australasian Postharvest and Managing Quality in Chains Conference*, Napier, New Zealand, 2009. *ISHS Acta Horticulturae* 880. Pages 91-97.

Assessment methods: Final exam at the end of the course. In addition, there is study project to complete which contributes up to 30% of the final module mark.

Teaching tools: Teaching materials (slides, scientific articles etc) made available on unibz's Leganto platform.