

LINKS Global SCM Competition

LINKS Supply Chain Management Simulation

October-November 2017



- ⊗ Cross-Institution 8-Round Supply Chain Management Simulation Competition
- ⊗ Your Student Teams Compete Against Student Teams From Other Institutions
- ⊗ Challenge Students in an Intense Team-Based Cross-Institution Competition
- ⊗ For Students in Academic Degree-Granting Programs Worldwide
- ⊗ Targeted at Upper-Level Undergraduates and All MBAs

Learning Emphases in the LINKS Global SCM Competition:

"Students experience the full range of decisions that supply chain managers make, from strategic decisions about supply chain structure to period-by-period tactical decisions. Students have the opportunity to actually manage a supply chain, make decisions, and receive rapid feedback on the results." -- Joe Blackburn (Vanderbilt University)

- ⊗ Exposure to all supply chain elements individually and to their interactions.
- ⊗ Balance and manage supply chain trade-offs.
- ⊗ Experience competitive dynamics in an evolving marketplace.
- ⊗ Integrate information flows within supply chain management decision-making.
- ⊗ Enhance fact-based analysis and decision making.

About the LINKS Supply Chain Management Simulation: The LINKS Supply Chain Management Simulation is a sophisticated, team-based, competitive simulation. LINKS firms are classic build-to-plan manufacturers in the simulated set-top box industry.

The LINKS Supply Chain Management Simulation encompasses all major supply chain elements: suppliers, manufacturers, distributors, retailers, and end-users. LINKS firms manage procurement (purchasing/sourcing), manufacturing, distribution and warehousing, transportation, customer service, and forecasting. To ensure that supply chain management is well positioned within enterprise-wide management considerations, firms are also responsible for high-level generate demand decisions, information technology, and research studies. Traditional financial statements, operating reports, and research studies provide an information-rich environment.

Teams from these leading educational institutions have participated in past LINKS Global SCM Competitions since 2010:

Arkansas State University	Purdue University
Baylor University	Samford University
Bowling Green State University	Towson University
California State University - East Bay	Tuskegee University
California State Polytechnic University - Pomona	University of Arkansas
Florida Atlantic University	University of Bridgeport
Fundacao Vanzolini (Brazil)	University of Dayton
Georgia Institute of Technology	University of Houston
IIEC (Argentina)	University of Michigan
Insper (Brazil)	University of South Florida
Kennesaw State University	University of Tennessee
Lehigh University	University of Wisconsin - Madison
National Technological University	University of Wisconsin - Superior
Ohio State University	Virginia Tech
Pennsylvania State University	Western Carolina University

2017 LINKS Global SCM Competition Schedule:

September 25	Registration signup and payment deadline for LINKS Global SCM Competition.
September 27	LINKS industries are initialized. LINKS passcodes are e-mailed to all participants.
Input Submission Deadlines @ Noon U.S. Eastern Time [GMT-4]	October 4, 11, 18, and 25 November 1, 6, 10, and 14

Student Eligibility:

- Students compete in a LINKS Global SCM Competition as part of an academic degree-granting program, either in a regular instructor-led course or in an independent-study or directed-study course at the student's academic institution. The LINKS portion of the course forms part of each student's course grade, presumably including written assignments, written reports, and presentations that the student's instructor includes in the course within which LINKS simulation participation occurs.
- The LINKS Global SCM Competition is open to upper-level undergraduates and advanced (2nd-Year) MBAs who have not previously participated in an academic degree-granting program with the LINKS Supply Chain Management Simulation.

Cost: USD\$49 per student. Credit-card payment is via PayPal, the LINKS payment processor. A PayPal account isn't required to make a single credit-card payment via PayPal.

Team Size: Teams of four students are recommended. Minimum LINKS team size is three students; maximum LINKS team size is six students.

Registration: Instructors register their student teams for a LINKS Global GSM Competition by contacting Randall G Chapman PhD, the LINKS author (LINKS@LINKS-simulations.com).

LINKS Manuals and Website: LINKS resources, including student manuals and instructor resources, are accessible via the LINKS website <http://www.LINKS-simulations.com>

Hardware and Software Requirements: Since LINKS is web-based, all that's needed to participate in a LINKS event is internet access and a web-browser (and, presumably, access to a printer, since the main LINKS results file after each game run is a lengthy Word doc file). There's no software to download or install. Since LINKS results files are in Word and Excel formats, local PC access to standard Microsoft Office software is required to participate in LINKS events.

Questions? Instructors with questions about the LINKS Global SCM Competition are invited to contact Randall G Chapman PhD, the LINKS author (LINKS@LINKS-simulations.com).

