



# SUPPLY CHAIN MANAGEMENT CATALOG

Enhancing Competitiveness and Customer Value

## CONTAINING

Topics and Sections from the core books within  
the Supply Chain Management textbooks.

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## Operations and Supply Chain Management

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4. The Big Picture: Operations is a Transformation Process
5. Supply Chain Management
6. Service Operations
7. Tools: Environmental Scanning
8. Conclusion
9. End-of-Topic Case: SCM—Fad or Strategic Imperative?
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 2: Operations Strategy: Creating Customer Value

1. Learning Objectives
2. Introduction
3. Creating Customer Value
4. Tools: Customer Segmentation
5. Tools: Customer Relationship Management
6. Conclusion
7. End-of-Topic Case: SCM2—Sony de Mexico
8. Discussion and Practice
9. End-of-Topic Knowledge Check

### Topic 3: Operations Strategy: Managing Performance

1. Learning Objectives
2. Introduction
3. Invest in People as Your Most Valuable Asset
4. Invest in an Empowerment Culture
5. Invest in a Great Measurement System
6. Tools: The Balanced Scorecard
7. Tools: Measurement in the Trenches
8. Conclusion
9. End-of-Topic Case: Collaboration's Missing Link
10. End-of-Topic Case: The Gorilla's Dilemma
11. Discussion and Practice
12. End-of-Topic Knowledge Check
13. Supplement: Team Composition and Team Chemistry

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5. Deep Customer Insight
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8. Tools: Target Costing
9. Conclusion
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7. Conclusion
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3. What is a Process?
4. Process Design
5. Process Improvement
6. Tools: Process Mapping
7. Tools: Bottleneck Analysis
8. Conclusion
9. End-of-Topic Case: Time Definite Revolution in International Airfreight
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 7: Design for Lean Operations

1. Learning Objectives
2. Introduction
3. Lean Processes: The Big Picture
4. The Lean Journey
5. The Building Blocks of Lean
6. Tools: Value Stream Mapping
7. Tools: Tools for Organizing Work
8. Conclusion
9. End-of-Topic Case: Kaizen Burst or Bust
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 8: Quality Design & Management

1. Learning Objectives
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4. Total Quality Management
5. Tools: Process Capability Analysis
6. Tools: Statistical Process Control
7. Tools: Cause-&-Effect Analysis
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4. Network Design: Configuration & Coordination
5. Tools: Country Selection
6. Tools: Center of Gravity Model
7. Conclusion
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### Topic 10: Forecasting & Integrated Business Planning

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3. The Forecasting Process
4. Integrated Business Planning
5. Tools: Forecasting
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7. End-of-Topic Case: THE AIRBUS A320neo: From Hot Plane to Hot Seat
8. Discussion and Practice
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### Topic 11: Purchasing & Strategic Sourcing

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3. What is Purchasing?
4. Managing Sourcing Strategically
5. Strategic Sourcing Execution
6. Supplier Relationship Management
7. Tools: Supplier Selection
8. Tools: The Make-Versus-Buy Decision
9. Conclusion
10. End-of-Topic Case: Adapt or Die—The Intel Way
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5. Warehousing: Moving the Goods
6. Third Party Logistics
7. Tools: Trade-Off Analysis
8. Tools: Break Buk Analysis
9. Conclusion
10. End-of-Topic Case: Office Deluxe—The DC Challenge
11. Discussion and Practice
12. End-of-Topic Knowledge Check



## Topic 16: The Future of Operations & SCM

1. Learning Objectives
2. Introduction
3. Operations and Supply Chain Foundations
4. Game Changers
5. Tools: Scenario Planning
6. Conclusion
7. End-of-Topic Case: The Robots are Coming
8. Discussion and Practice
9. End-of-Topic Knowledge Check

## Introduction to Supply Chain Management

### Topic 1: Introduction to Supply Chain Management

1. Learning Objectives
2. Introduction
3. Modern Operations Management: A Brief History
4. The Big Picture: Operations is a Transformation Process
5. Supply Chain Management
6. Service Operations
7. Tools: Environmental Scanning
8. Conclusion
9. End-of-Topic Case: SCM—Fad or Strategic Imperative?
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 2: Meeting Customers' Needs

1. Learning Objectives
2. Introduction
3. Creating Customer Value
4. Tools: Customer Segmentation
5. Tools: Customer Relationship Management
6. Conclusion
7. End-of-Topic Case: SCM2—Sony de Mexico
8. Discussion and Practice
9. End-of-Topic Knowledge Check

### Topic 3: Global Supply Chain Management

1. Learning Objectives
2. Introduction
3. Motivations for Going Global
4. Network Design: Configuration & Coordination
5. Tools: Center of Gravity Model
6. Conclusion
7. Discussion & Practice
8. End-of-Topic Case: Global Semiconductor's Market Share Slide
9. Supplement: Location Optimization
10. End-of-Topic Knowledge Check

#### Topic 4: Introduction to Purchasing

1. Learning Objectives
2. Introduction
3. What is Purchasing?
4. Managing Sourcing Strategically
5. Strategic Sourcing Execution
6. Supplier Relationship Management
7. Tools: The Make-Versus-Buy Decision
8. Conclusion
9. End-of-Topic Case: Adapt or Die—The Intel Way
10. Discussion and Practice
11. End-of-Topic Knowledge Check

#### Topic 5: Supplier Selection

1. Learning Objectives
2. Introduction
3. Developing a Supplier Selection Strategy
4. Supplier Selection for Strategic Buys
5. Tools: Multi-Criteria Analysis
6. Tools: Are You a “Customer of Choice”?
7. Conclusion
8. End-of-Topic Case: Supplier Selection for the Jeep Wrangler Cobra
9. Discussion and Practice
10. End-of-Topic Knowledge Check

#### Topic 6: Supplier Development and Integration

1. Learning Objectives
2. Introduction
3. Managing Supply Relationships for Value Creation
4. Value Co-Creation and Buyer-Supplier Trust
5. Tools: Supply-Base Rationalization
6. Tools: Supplier Development
7. Conclusion
8. End-of-Topic Case: Too Big to Trust? Walmart’s Quest for Tough but Fair
9. Discussion and Practice
10. End-of-Topic Knowledge Check

### Topic 7: Strategic Cost Management

1. Learning Objectives
2. Introduction
3. Prioritizing Costs
4. Tools: Price Analysis
5. Tools: Cost Breakdown Analysis
6. Tools: Costing
7. Tools: Cost Modeling (AKA, Should Costing)
8. Tools: Target Costing
9. Conclusion
10. End-of-Topic Case: Total Cost of Ownership with an Environmental Twist
11. Discussion and Practice
12. End-of-Topic Knowledge Check

### Topic 8: Process Design and Improvement

1. Learning Objectives
2. Introduction
3. What is a Process?
4. Process Design
5. Process Improvement
6. Tools: Process Mapping
7. Tools: Bottleneck Analysis
8. Conclusion
9. End-of-Topic Case: Time Definite Revolution in International Airfreight
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 9: Lean Operations

1. Learning Objectives
2. Introduction
3. Lean Processes: The Big Picture
4. The Lean Journey
5. The Building Blocks of Lean
6. Tools: Value Stream Mapping
7. Tools: Tools for Organizing Work
8. Conclusion
9. End-of-Topic Case: Kaizen Burst or Bust
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 10: Quality

1. Learning Objectives
2. Introduction
3. Quality Management: The Big Picture
4. Total Quality Management
5. Tools: Process Capability Analysis
6. Tools: Statistical Process Control
7. Tools: Cause-&-Effect Analysis
8. Conclusion
9. End-of-Topic Case: Chipotle's Quality Problems
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 11: Inventory

1. Learning Objectives
2. Introduction
3. Inventory and Firm Performance
4. Tools: ABC Classification
5. Tools: The Economic Order Quantity
6. Tools: Materials Requirements Planning
7. Conclusion
8. End-of-Topic Case: On the Hot Seat—Justifying Inventory Decisions
9. Discussion and Practice
10. End-of-Topic Knowledge Check

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1. Learning Objectives
2. Introduction
3. What is Logistics?
4. Transportation: Moving the Goods
5. Warehousing: Moving the Goods
6. Third Party Logistics
7. Tools: Trade-Off Analysis
8. Tools: Break Buk Analysis
9. Conclusion
10. End-of-Topic Case: Office Deluxe—The DC Challenge
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### Topic 13: Forecasting and Integrated Business Planning

1. Learning Objectives
2. Introduction
3. The Forecasting Process
4. Integrated Business Planning
5. Tools: Forecasting
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4. Leading-Edge Sustainability Practices
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4. Invest in an Empowerment Culture
5. Invest in a Great Measurement System
6. Tools: The Balanced Scorecard
7. Tools: Measurement in the Trenches
8. Conclusion
9. End-of-Topic Case: Collaboration's Missing Link
10. End-of-Topic Case: The Gorilla's Dilemma
11. Discussion and Practice
12. End-of-Topic Knowledge Check
13. Supplement: Team Composition and Team Chemistry

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4. Reducing Risk through Good Supply Practice
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6. Tools: Risk Management Process
7. Tools: Failure Mode and Effect Analysis
8. Conclusion
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10. Discussion and Practice
11. End-of-Topic Knowledge Check

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2. Introduction
3. Operations and Supply Chain Foundations
4. Game Changers
5. Tools: Scenario Planning
6. Conclusion
7. End-of-Topic Case: The Robots are Coming
8. Discussion and Practice
9. End-of-Topic Knowledge Check



## Purchasing and Supply Management

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3. What is Purchasing?
4. The Evolution of Purchasing
5. Purchasing's Strategic Contribution
6. Tools: The Profit-Leverage Effect
7. Tools: The Profit-Leverage Model
8. Conclusion
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4. Strategic Priorities: Types of Spend
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7. Conclusion
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7. Tools: Codes of Conduct
8. Tools: Environmental Certifications
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11. Discussion and Practice
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1. Learning Objectives
2. Introduction
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4. Reducing Risk through Good Supply Practice
5. Tools: Continuity Planning
6. Tools: Risk Management Process
7. Tools: Failure Mode and Effect Analysis
8. Conclusion
9. End-of-Topic Case: Stolen Tables and Nothing but Problems
10. Discussion and Practice
11. End-of-Topic Knowledge Check

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6. Tools: A Systematic Outsourcing/Offshoring Process
7. Conclusion
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9. Discussion and Practice
10. End-of-Topic Knowledge Check

### Topic 8: Supplier Evaluation and Selection

1. Learning Objectives
2. Introduction
3. Developing a Supplier Selection Strategy
4. Supplier Selection for Strategic Buys
5. Tools: Multi-Criteria Analysis
6. Tools: Are You a "Customer of Choice"?
7. Conclusion
8. End-of-Topic Case: Supplier Selection for the Jeep Wrangler Cobra
9. Discussion and Practice
10. End-of-Topic Knowledge Check

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3. Why Do You Need to Be Financially Literate?
4. Financial Literacy: The Basics
5. Tools: Ratios and the Rest of the Story
6. Tools: Cash-to-Cash Cycle
7. Conclusion
8. End-of-Topic Case: Running the Numbers to Chase Your Dream Job
9. Discussion and Practice
10. End-of-Topic Knowledge Check
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### Topic 10: Strategic Cost Management

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2. Introduction
3. Prioritizing Costs
4. Tools: Price Analysis
5. Tools: Cost Breakdown Analysis
6. Tools: Cost Modeling (AKA, Should Costing)
7. Tools: Target Costing
8. Conclusion
9. End-of-Topic Case: Total Cost of Ownership with an Environmental Twist
10. Discussion and Practice
11. End-of-Topic Knowledge Check

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3. When Should You Negotiate?
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5. Preparation Precedes Power
6. Tools: Negotiation Tactics
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8. Conclusion
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9. Discussion and Practice
10. End-of-Topic Knowledge Check

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1. Learning Objectives
2. Introduction
3. Managing Supply Relationships for Value Creation
4. Value Co-Creation and Buyer-Supplier Trust
5. Tools: Supply-Base Rationalization
6. Tools: Supplier Development
7. Conclusion
8. End-of-Topic Case: Too Big to Trust? Walmart's Quest for Tough but Fair
9. Discussion and Practice
10. End-of-Topic Knowledge Check

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3. Supplier Integration: An Overview
4. Forms of Supplier Integration
5. Tools: Cadence Call
6. Tools: The Stage-Gate Process
7. Conclusion
8. End-of-Topic Case: Supplier Integration—Is it the new flavor of the month?
9. Discussion and Practice
10. End-of-Topic Knowledge Check

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4. Purchasing's Visionary Role
5. Purchasing Game Changers
6. Tools: Scenario Planning
7. Conclusion
8. End-of-Topic Case: Additive Manufacturing—Latest Fad or Strategic Imperative
9. Discussion and Practice
10. End-of-Topic Knowledge Check

## Logistics Management

### Topic 1: What is Logistics

1. Learning Objectives
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3. Introduction
4. How Logistics Adds Value
5. Logistics and the Economy
6. Types of Logistics
7. Tools: Tradeoff Analysis
8. Tools: The Eight Wastes
9. Tools: Lean 5S Methodology
10. Conclusion
11. End-of-Topic Case: Hong-Gnam Motors—Leaning Out the Delivery of Seat Covers
12. Discussion and Practice
13. End-of-Topic Knowledge Check

### Topic 2: Delivering to Customer Needs

1. Learning Objectives
2. Opening Story: The Gorilla on the Phone
3. Introduction
4. The Deliverables of a Modern Logistics System
5. Tailored Logistics
6. Tools: Customer Segmentation Techniques
7. Tools: The Cost of Logistics Service Failures
8. Conclusion
9. End-of-Topic Case: Walmart Express—Right-Sizing Logistics to Support Growth
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 3: Logistics System Design & Risk Management: Achieving “Reach” in the Market

1. Learning Objectives
2. Opening Story: Looking Out for the Black Swan
3. Introduction
4. Corporate Strategy and Logistics
5. Supply Chain Fulfillment Strategies
6. Tools: Risk Management
7. Conclusion
8. End-of-Topic Case: Turbulence in Retail—Dealing with Changing Shopping Habits
9. Discussion and Practice
10. End-of-Topic Knowledge Check

#### Topic 4: Cost and Performance Management: Improving the Bottom Line

1. Learning Objectives
2. Opening Story: Broken Measurement and Dropped Balls
3. Introduction
4. The Measurement Challenge
5. Communicating Value via Measurement
6. Tools: Profit-Leverage Effect
7. Tools: The Strategic Profit Model
8. Conclusion
9. End-of-Topic Case: Applying the Strategic Profit Model to Scenario Analysis
10. Discussion and Practice
11. End-of-Topic Knowledge Check

#### Topic 5: Sustainability & Life Cycle Management: Protecting the Planet

1. Learning Objectives
2. Opening Story: The Saturday Sustainability Summit
3. Introduction
4. Logistics' Sustainability Track Record
5. Leading-Edge Sustainability Practices
6. Tools: Measuring Our Footprint
7. Tools: SmartWay for Sustainability Education
8. Conclusion
9. End-of-Topic Case: Implementing SmartWay
10. Discussion and Practice
11. End-of-Topic Knowledge Check

#### Topic 6: Order Management: Fulfillment and Forecasting

1. Learning Objectives
2. Opening Story: Relay Races and Dropped Batons
3. Introduction
4. The Details of Order Fulfillment
5. Integrated Business Planning
6. Tools: Forecasting
7. Conclusion
8. End-of-Topic Case: A Crisis of Confidence—Collaborative Forecasts Don't Match
9. Discussion and Practice
10. End-of-Topic Knowledge Check



### Topic 7: Transportation Management

1. Learning Objectives
2. Opening Story: Culture Eats Strategy for Breakfast
3. Introduction
4. Transportation Modes: What Are Your Options?
5. The Economics of Transportation
6. Contractual Terms in Transportation
7. Transportation Challenges
8. Tools: Mode and Carrier Selection
9. Tools: Total Logistics Costs
10. Tools: Transportation Management Systems
11. Conclusion
12. End-of-Topic Case: Turbulence in Trucking—Dealing with a Driver Shortage
13. Discussion and Practice
14. End-of-Topic Knowledge Check

### Topic 8: Basic Inventory Management

1. Learning Objectives
2. Opening Story: Tension on the Fulfillment Planning Teams
3. Introduction
4. Inventory and Firm Performance
5. Tools: The Economic Order Quantity
6. Tools: Evaluating Inventory Performance
7. Tools: Distribution Requirements Planning
8. Conclusion
9. End-of-Topic Case: On the Hot Seat—Justifying Inventory Decisions
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 9: Advanced Inventory Management

1. Learning Objectives
2. Opening Story: The Art of Slicing Cheese
3. Introduction
4. Inventory as Insurance: Uncertainty and Risk
5. Tools: ABC Clarification of Inventories
6. Tools: The Reorder Point (R, Q) Model
7. Tools: Risk Pooling
8. Tools: Newsvendor Model
9. Conclusion
10. End-of-Topic Case: Outsourcing to Save Costs—But for Whom?
11. Discussion and Practice
12. End-of-Topic Knowledge Check
13. Supplement: GOLD Meals—Food for (Logistics) Thought

### Topic 10: Warehouse & DC Management

1. Learning Objectives
2. Opening Story: Delivering Innovation Overnight
3. Introduction
4. Roles and Types of Warehouses
5. Warehouse Operations
6. Warehouse Ownership
7. Tools: Location Decisions
8. Tools: Facility Layout
9. Tools: Measuring Warehouse Performance
10. Conclusion
11. End-of-Topic Case: Murphy Warehouse Company—Making Sustainability a Priority
12. Discussion and Practice
13. End-of-Topic Knowledge Check

### Topic 11: Reverse Logistics

1. Learning Objectives
2. Opening Story: Hero or Zero?
3. Introduction
4. The Nature of Reverse Logistics
5. Elements of a Reverse Logistics System
6. The Secondary Market
7. Tools: Lifecycle Cost Analysis
8. Conclusion
9. End-of-Topic Case: Quangle & Hother
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 12: Logistics Service Providers

1. Learning Objectives
2. Opening Story: Safe Isn't the Goal—Excellence Is!
3. Introduction
4. Logistics Outsourcing: The State of Practice
5. Types of Third-Party Logistics Companies
6. Relationships and the Cost/Value Tradeoff
7. Tools: Outsourcing Analysis
8. Conclusion
9. End-of-Topic Case: Distribution Sales Resources (DSR)—Extending Reach Without Expending Capital
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 13: Information Technology

1. Learning Objectives
2. Opening Story: Taking out the Trash
3. Introduction
4. Information Technology as an Enabler
5. Information Technology Strategy and Execution
6. Tools: Enterprise Resource Planning Systems
7. Tools: Customer Relationship Management Systems
8. Conclusion
9. End-of-Topic Case: Getting the Data Right
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 14: E-commerce and Omni Channel Logistics

1. Learning Objectives
2. Opening Story: Adapt or Die
3. Introduction
4. The Nature of Distribution Channels
5. E-commerce Distribution Channels
6. Omni-Channel Distribution
7. Tools: Scenario Analysis and Pilot Projects
8. Conclusion
9. End-of-Topic Case: Blissful Consumer Teams with Tireless
10. Discussion and Practice
11. End-of-Topic Knowledge Check

### Topic 15: Temporary Supply Chains

1. Learning Objectives
2. Opening Story: Looking to the Future at Lake Wobegon—Part I
3. Introduction
4. Temporary Supply Chains
5. Humanitarian Assistance and Disaster Relief
6. Tools: Contingency and Scenario Planning
7. Conclusion
8. End-of-Topic Case: Sheltering at Home—Planning for the Next Pandemic
9. Discussion and Practice
10. End-of-Topic Knowledge Check

## Topic 16: The Future of Logistics

1. Learning Objectives
2. Opening Story: Looking to the Future at Lake Wobegon—Part II
3. Introduction
4. Logistics Foundational Principles
5. Logistics Game Changers
6. Tools: Strategic Cost Management
7. Conclusion
8. End-of-Topic Case: Which Job Should I Take?
9. Discussion and Practice
10. End-of-Topic Knowledge Check