

Module Details	
Module Title:	Supply Chain Management (in company)
Module Code:	OIM5011-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	10
Tutorials	20
Directed Study	170

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 3 (June - Oct)

Module Aims
To introduce students to the concept of supply chains/networks as an essential means of competitive advantage in all commercial/industrial activities. Supply chains vary in complexity across business sectors but it is essential that operations managers understand all the components of a supply chain, how they interact and how they can be managed using different strategies. The reliance and development of physical infrastructure and transportation modes will be presented in a global context along with the economic and environmental impacts. The increasing role of information technologies in the design and operation of modern supply chains will be analysed considering business sectors as diverse as banking, mining and high volume manufacture. Methodologies for designing supply chains and their optimisation will be introduced along with performance management metrics. Understanding the design philosophy and being able to apply optimisation methods to different supply chain types

Outline Syllabus

Logistics and competitive strategy: Gaining competitive advantage through logistics; The mission of logistics management; supply chain and competitive performance; the changing logistics environment.

The customer service dimension: the marketing logistics interface; service driven logistics systems; setting service priorities, setting service standards.

Measuring supply chain costs and performance: the concept of total cost analysis; principles of logistics costing; logistics and shareholder value; customer profitability analysis; cost drivers and activity based costing in logistics.

Performance management and bench marking in supply chains: What to benchmark; mapping supply chain processes; supplier and distributor bench marking; bench marking priorities; identifying performance indicators. Managing the global supply chain: the trend towards global supply chains; the challenges of global supply chains; the future of global logistics and challenges to be overcome.

Lead time management; time based competition; the concept of lead time; pipeline management; value engineering; the lead time gap.

Lean and quick response logistics: the lean philosophy; implications for logistics; quick response logistics; vendor managed inventory; logistics information systems; logistics system dynamics; linking logistics and quick response production.

Learning Outcomes

1	LO 1.1 Describe the strategic role of supply chains in achieving commercial objectives across a range of business sectors and in a global context. LO 1.2 Critically discuss the role of physical infrastructure when designing supply chains in a global context.
2	LO 2.1 Critically analyse the strategic choices companies make when designing supply chains. LO 2.2 Perform supply chain mapping to identify waste and areas for improvement in supply chains. LO 2.3 Design a supply chain to optimise defined criteria.
3	LO 3.1 summarise complex issues in a short presentation which will inform peers and encourage useful feedback to further develop your learning. LO 3.2 Use library, internet, and commercial resources to research supply chains and inform your analysis. LO 3.3 write concise critical reviews focusing on key points.

Learning, Teaching and Assessment Strategy

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. Learning, teaching and assessment will be integrated with students working on both group and individual projects to apply the material introduced in the lectures. Lectures will be used to introduce key concepts LOs 1.1 and 1.2. In tutorial sessions and through guided reading and personal research supply chains will be analysed across a number of business sectors looking at success factors and key design features including IT requirements LOs 1.1, 1.2, 2.1, 2.2, 2.3. Students will apply supply chain design methodologies to case studies and present their findings as reports or presentations. The presentations will receive formative feedback from peers and tutors and this feedback should then be used to improve their analysis to be presented in a written report which will be

submitted as part of the summative assessment. LOs 3.1, 3.2, 3.3.

Work based assignments agreed with the employer and the University will assess your ability to apply your knowledge in the workplace.

To support the proposed Learning and teaching approach the split between formal lectures and tutorials is heavily weighted towards tutorials

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Assignment	-4000 words	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.