

Unit Title	SUPPLY CHAIN MANAGEMENT & LOGISTICS
Programme(s)/course	Marketing
Level	Five
Semester	One
Reference No.	MKS-2-202
Credit Value	20 CAT POINTS
Student Study Hours	Contact hours 60 (including 15 blended learning) Student managed learning hours: 140
Pre-requisite learning	NA
Co-requisites	NA
Excluded combinations	NA
Unit co-ordinator(s) (Name + e-mail address)	Lakhdar Boukersi boukerl@lsbu.ac.uk
Department	Business
Parent Course	BA (Hons) Marketing
Description	This unit seeks to provide a profound and clear understanding of Supply Chain Management & Logistics and it operates in the practice in order to enhance value to customer. Students are introduced to supply chain Concepts and strategy and also to learn the importance a range of analytical tools to solve supply and logistics chain problems. Students are given the opportunity to develop an understanding of three key areas and their relationships; that is, (i) The strategic role of a supply chain, (ii) the key strategic drivers of supply chain performance, (iii) methodological tool for supply chain analysis. This equips the students with the ability to determine the factors for supply chain success and to make better business decisions. In particular, they will determine how to use logistics to achieve success in supply chain coordination
JACS Code	
Aims	The aims of this unit are to equip students with the necessary knowledge and understanding of the strategic importance of good supply chain design, planning, and operation for today's firms. The unit aims particularly to help student how to use the key divers of supply chain (facilities, inventory, transportation, information, sourcing and pricing) on practical level to improve performance. To improve performance, it is necessary to understand the methodological tools enable students to analyse supply chain in the managerial context, which is another aim of the unit
Learning Outcomes	A. Knowledge and Understanding:

	<p><i>On completing the unit it is expected that students should:</i></p> <p>A1- Understand the supply chain framework, the concepts and drivers of a supply chain.</p> <p>A2- Have a good understanding of the three key supply chain decision phases and explain the significance of each one</p> <p>A3- Be aware of the impact of supply chain decisions on the success of a firm Gain a good understanding of the techniques and methodologies necessary to enhance supply chain performance.</p> <p>B. Intellectual Skills:</p> <p><i>On completion of this the students should be able to:</i></p> <p>B1 - Discuss the chain's configuration in terms of resources and processes.</p> <p>B2- Draw a plan to maximise supply chain performance within a particular time frame by analysing the constraints and opportunities.</p> <p>B3- Evaluate supply chain operations in terms of inventory, production and delivery.</p> <p>B4- Evaluate a supply chain's drivers to find the best balance between responsiveness and efficiency</p> <p>C. Practical Skills:</p> <p><i>On completion of this unit students will be able to:</i></p> <p>C1- Develop and implement concepts and methodological tools at each phase of a supply chain to improve performance.</p> <p>C2- Apply these tools to enable a company's supply chain achieve the balance between responsiveness and efficiency that best meets the needs of the firm.</p> <p>C3- Identify the major obstacles that must be overcome to manage a supply chain successfully.</p> <p>D. Transferable Skills:</p> <p><i>On completion of this unit student will be able to:</i></p> <p>D1- Apply existing numeracy and quantitative skills</p> <p>D2- Improve the management of self learning</p>
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	<p>D3- Communicate verbally and non verbally confidently, lucidly and competently</p> <p>D4- Solve managerial problems</p> <p>D5- Reflect and improve their performance</p>														
Employability	<p>This case study approach adopted in this unit through seminar activities is a closer way of bringing industrial reality into the classroom. Seminar activities are very interactive; and students are encouraged to vigorously express their views, opinions and objections through constructive participation and mutual challenge as if they were in a real industrial work setting. Such an approach contributes tremendously to student learning and understanding of how things happen or operate in practice. As a result, students are ready to take part in and assist any strategic process which involves the decision of any firm contemplating expansion into international market.</p>														
Teaching and learning pattern	<p>The unit will be delivered through a series of</p> <ul style="list-style-type: none"> - One two-hour lectures - One two-hour- seminars/workshops <p>Over a 15-week period.</p>														
Indicative content	<p>The content of this unit consists of 3 major parts:</p> <p>Part One provides a detailed definition of supply chain management, then the focus will be on how to achieve strategic fit by matching competitive strategy requirements with type (s) of supply chain.</p> <p>Part Two focuses on the development of the 3 major logistical drivers (transportation, inventory and location) and demonstrate how these coordinate with the 3 cross-functional drivers (sourcing, pricing and information) in order to achieve the balance between the 2 key objectives of supply chain; that is Efficiency and Responsiveness.</p> <p>Part 3 looks into the coordination between supply chain members and highlight the type(s) of power each member might possess to exert influence on supply chain activities.</p>														
Assessment Method (Please give details- element, weightings, sequence of elements, final component)	<table> <thead> <tr> <th><u>Element of Assessment</u></th><th><u>Weighting</u></th></tr> </thead> <tbody> <tr> <td>COURSEWORK: case study based :</td><td>50%</td></tr> <tr> <td>- 30 minute-group presentation.....</td><td>40%</td></tr> <tr> <td>(10 minutes per student, equivalent to 1000 essay words)</td><td></td></tr> <tr> <td>- Individual report (1,000 words).....</td><td>60%</td></tr> <tr> <td>EXAMINATION – 2 hours</td><td>50%</td></tr> <tr> <td>(Equivalent to 2000 essay words)</td><td></td></tr> </tbody> </table>	<u>Element of Assessment</u>	<u>Weighting</u>	COURSEWORK: case study based :	50%	- 30 minute-group presentation.....	40%	(10 minutes per student, equivalent to 1000 essay words)		- Individual report (1,000 words).....	60%	EXAMINATION – 2 hours	50%	(Equivalent to 2000 essay words)	
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	<p>(Total assessment equivalent: 4,000 words)</p> <p>In accordance with University Policy, students must achieve an overall minimum mark of 40% for all assessed components in the Unit in order to receive a pass mark.</p>
Indicative Reading	<p>Core Reading</p> <ul style="list-style-type: none"> - Chorpa, S & Meindl, P. (2010), <i>"Supply Chain Management"</i>, 4th edition, Pearson Prentice Hall - Mangan, J.;Lalwani, C. & Butcher, T. (2008), <i>"Global Logistics and Supply Chain Management"</i>, John Wiley & Sons, Ltd - Fawcett, S. et al (2007), <i>"Supply Chain Management: From Vision to Implementation"</i>, Prentice Hall - Christopher, M. (2005), <i>"Logistics and Supply Chain Management"</i> 3rd edition, Pearson Prentice Hall <p>Optional Reading</p> <ul style="list-style-type: none"> - Rushton A. & Walker S.(2007), <i>"International Logistics and Supply Chain Outsourcing"</i>; Kogan Page - Christopher, M. & Peck H. (2003), <i>Marketing Logistics</i>, 2nd edition Elsevier Butterworth-Heinemann - Bozarth Cecil (2006), <i>"Introduction to Operations and Supply Chain Management."</i> Prentice Hall
Other Learning Resources	<p>Reviews/Journals:</p> <ul style="list-style-type: none"> - Journal of Supply Chain Management - Supply chain Management Review - Harvard Business Review - Sloan Management Review - International Journal of Logistics Management - Management Review