

COURSE SPECIFICATION DOCUMENT

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| Academic School / Department: | Richmond Business School |
| Programme: | BA Marketing with Combined Studies |
| FHEQ Level: | 5 |
| Course Title: | Global Supply Chain and Distribution |
| Course Code: | BUSM 5102 |
| Total Hours: | 160 (Lev 3-5) (4 US Credit) |
| Timetabled Hours: | 45 |
| Guided Learning Hours: | 15 |
| Independent Learning Hours: | 100 |
| Credit | 16 UK CATS credits 8 ECTS credits 4 US credits |

Course Description:

Using case studies from such as fashion, food and FMCG this course provides a comprehensive understanding of global supply chain management and distribution strategies. The course has a focus on the integration of operations management principles. Students will explore the complexities and challenges of managing supply chains across international borders, including sourcing, procurement, logistics, and distribution. The course emphasizes the impact of globalization, technology, sustainability, and operational efficiency on supply chain performance.

Prerequisites:

BUSM 4101 Introduction to Business Management and Marketing and 40 Credits

Aims and Objectives:

Analyse the key components and processes involved in global supply chain and operations management.

Evaluate the role of technology, information systems, and data analytics in enhancing supply chain and operational efficiency.

Assess the impact of globalization, political factors, sustainability, and operational capabilities on global supply chains.

Develop strategies for risk management, mitigation, and operational excellence in supply chain operations.

Apply supply chain and operations management principles to real-world scenarios and case studies.

Programme Outcomes:

B5I, C5I, D5I

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

| Course Learning Outcomes | Programme Outcomes |
|--|---------------------------|
| 1. Critically analyse the complexities and challenges of global supply chain management and the integration of operations management principles. | L5 B (i) |
| 2. Evaluate the impact of various internal and external factors (globalization, technology, sustainability, operational capabilities) on supply chain performance. | L5 B (i) |
| 3. Develop effective strategies for managing and optimizing global supply chains, incorporating operational excellence. | L5D (i) |
| 4. Apply supply chain and operations management principles to real-world scenarios and case studies. | L5B (i) |
| 5. Demonstrate effective communication and problem-solving skills in the context of global supply chain and operations management. | L5C (i) |

Indicative Content:

Introduction to Global Supply Chain and Operations Management:

- Key concepts and terminology
- Evolution of global supply chains and operations management
- The interplay between supply chain and operations functions

Supply Chain Strategy, Design, and Operations Planning

- Strategic alignment, competitive advantage, and operations strategy
- Network design, optimization, and capacity planning
- Sales and Operations Planning (S&OP) for supply chain integration

Global Sourcing, Procurement, and Supplier Relationship Management

- Supplier selection, evaluation, and development
- Global sourcing strategies and supplier collaboration for operational efficiency
- Contract management, negotiation, and performance measurement

International Logistics, Transportation, and Distribution Operations:

- Modes of transportation and their operational implications
- International trade, customs regulations, and logistics operations
- Distribution network design, warehouse management, and order fulfilment

Technology, Information Systems, and Data Analytics for Supply Chain and Operations:

- Enterprise resource planning (ERP) systems and their role in operations management
- Supply chain visibility, traceability, and operational control
- Data analytics for supply chain and operations decision-making

Risk Management, Resilience, and Operational Continuity in Global Supply Chains:

- Supply chain risk assessment, mitigation, and operational contingency planning
- Business continuity planning and supply chain resilience strategies
- Building operational flexibility and agility to respond to disruptions

Sustainability, Ethical Considerations, and Operational Efficiency in Global Supply Chains:

- Environmental impact of supply chain and operations
- Social responsibility, ethical sourcing, and operational practices
- Lean principles and continuous improvement for sustainable and efficient operations

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Chopra, S. (2021) *Supply chain management: Strategy, planning, and operation*. 7th edn. London: Pearson.

Merkert, R., & Hoberg, K. (2023) *Global logistics and supply chain strategies for the 2020s: Vital skills for the next generation*. London: Routledge.

Mangan, J., Lalwani, C., & Butcher, T. (2020). *Global logistics and supply chain management* (4th ed.). New Jersey: Wiley.

Websites

- **Council of Supply Chain Management Professionals (CSCMP):** <https://cscmp.org/> - Leading global association for supply chain management professionals, offering resources, events, and certifications. (Accessed: November 2024.)
- **APICS:** <https://www.apics.org/> - Another prominent organization focused on supply chain and operations management, providing education, training, and certifications. (Accessed: November 2024.)
- **Institute for Supply Management (ISM):** <https://www.instituteforsupplymanagement.org/> - A professional association for supply management professionals, offering insights, research, and networking opportunities. (Accessed: November 2024.)

Industry Associations & Organizations

1. **Council of Supply Chain Management Professionals (CSCMP):** <https://cscmp.org/> - Leading global association for supply chain management professionals, offering resources, events, and certifications. (Accessed: November 2024.)
2. **APICS:** <https://www.apics.org/> - Another prominent organization focused on supply chain and operations management, providing education, training, and certifications. (Accessed: November 2024.)

3. **Institute for Supply Management (ISM):** <https://www.instituteforsupplymanagement.org/> - A professional association for supply management professionals, offering insights, research, and networking opportunities. (Accessed: November 2024.)

News & Publications

4. **Supply Chain Brain:** <https://www.supplychainbrain.com/> - A leading source for supply chain news, analysis, and insights. (Accessed: November 2024.)
5. **Logistics Management:** <https://www.logisticsmgmt.com/> - A publication focused on logistics and transportation management, providing industry news and best practices. (Accessed: November 2024.)
6. **Supply Chain Dive:** <https://www.supplychaindive.com/> - A news website covering supply chain trends, disruptions, and innovations. (Accessed: November 2024.)

Research & Education

7. **MIT Center for Transportation & Logistics:** <https://ctl.mit.edu/> - A leading research and education center focused on supply chain and logistics management. (Accessed: November 2024.)
8. **Gartner Supply Chain:** <https://www.gartner.com/en/supply-chain> - Provides research, insights, and advisory services for supply chain professionals. (Accessed: November 2024.)

Other Valuable Resources

9. **Inbound Logistics:** <https://www.inboundlogistics.com/> - Magazine and online resource covering logistics, transportation, and supply chain management topics. (Accessed: November 2024.)
10. **Supply Chain 24/7:** <https://www.supplychain247.com/> - Online community and resource hub for supply chain professionals, offering news, articles, and white papers. (Accessed: November 2024.)

See syllabus for complete reading list.

Change Log for this CSD:

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
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| First Edition | Dec 2024 | |
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