

6.6 Module 6: Service and Supply Chain Management

6.6.1 Headline information about the module

Module title	Service and Supply Chain Management
Module NFQ level (only if an NFQ level can be demonstrated)	9
Module number/reference	MPSCM -SSC
Parent programme(s) the plural arises if there are embedded programmes to be validated.	MSc in Procurement and Supply Chain Mgt.
Stage of parent programme	1
Semester	1
Module credit units (FET/HET/ECTS)	10 ECTS
Module credit number of units	1
List the teaching and learning modes	Full time, part time
Entry requirements (statement of knowledge, skill and competence)	Learners should normally hold an approved honours degree in a business related discipline or equivalent qualification from an approved tertiary/or professional institution
Pre-requisite module titles	Not applicable
Co-requisite module titles	Not applicable
Is this a capstone module? (Yes or No)	No
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements)	Lecturer(s) should be qualified to at least masters level, preferably with a third level teaching qualification (e.g. Certificate in Training and Education).
Maximum number of learners per centre (or instance of the module)	60
Duration of the module	12 weeks
Average (over the duration of the module) of the contact hours per week	6
Module-specific physical resources and support required per centre (or instance of the module)	Normal lecture room with internet access and good-quality audio-visual equipment.

Analysis of required learning effort		
*Effort while in contact with staff	Minimum ratio teacher / learner	Hours
Classroom and demonstrations	1:60	60
Monitoring and small-group teaching	1:30	12
Other		
Independent Learning		
Directed e-learning (hours)		
Independent Learning (hours)		178
Other hours (group project)		
Work-based learning hours of learning effort		
Total Effort (hours)		250

Allocation of marks (within the module)					
	Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total
Percentage contribution	30			70	100%

6.6.2 Module aims and objectives

Managing effective and efficient Supply and Service Chains is a crucial element for gaining competitive advantage. This module gives students a comprehensive theoretical and practical knowledge of service and supply chain management. It provides insight into the broad range of activities concerned with service management and how it integrates into supply chain management as the intersection between the actual sales and the customer point of view. The module presents models, concepts, and solution methods that are important for the design, control, operation and management of supply and service chains.

6.6.3 Minimum intended module learning outcomes

On successful completion of this module, learners are able to:

- (i) evaluate the role of supply chain management and its effect on the economy and enterprises
- (ii) critically appraise the key issues and concepts in developing a supply chain strategy and plan for manufacturing and service industry
- (iii) appraise the value of information in supply chain networks (service and manufacturing sector)
- (iv) evaluate the importance of service management and how it integrates into supply chain management
- (v) apply selected inventory policy techniques and supply chain approaches to the service and manufacturing industry
- (vi) develop a thorough understanding of the components of supply chains, the material and information flow interactions between them and the analytical and management processes that facilitate successful supply chain performance.

6.6.4 Rationale for inclusion of the module in the programme and its contribution to the overall MIPLOs

The module integrates knowledge and skills from across the programme to provide learners with opportunities to develop their professional skills including: oral communication skills; presentation skills; team-working skills; commercial awareness; and awareness of global and cultural issues in supply chain management.

6.6.5 Information provided to learners about the module

The Programme Handbook contains the module descriptor and assessment details. Extensive use of the VLE, Moodle, provides detailed notes and additional resources. In class, learners are provided with a PowerPoint pack and extensive reading list, incorporating professional and academic sources.

6.6.6 Module content, organisation and structure

The module involves the application of material previously covered in related modules, in addition to some new material in the areas of service and supply chain management.

Introduction to Supply Chain Management

- Supply chains for manufacturing and services
- Supply chain strategy and planning activities

Supply Chain Strategy and Planning

- Levels of SC planning
- Major planning areas
- Guidelines for strategy formulation
- SC strategy performance

Supply Chain Customer Service

- Nature of logistics outputs (products and services)
- Product and service characteristics and cost implications
- Customer service
- Defining sales-service relationships
- Determining optimum service levels

The Value of Information in SCM and ERP Systems

- SCM information systems
- ERP and order processing
- Bullwhip effect

Value Design and Service Management

- Value proposition canvas and service elements

Approaches to Management of Inventory and Services

- Forecasting methods, inventory management problems
- Pull and push inventory methods
- Inventory management applied to service industry

Purchasing and Scheduling in Manufacturing and Service Industry

- Just-in-time supply scheduling
- Purchasing and sourcing
- Coordination in supply channel

Supply Chain Organisation and Control

- Organisational choices
- Alliances and partnerships
- Supply chain control and control systems

Logistics Financial Performance and Analytics

- Cash flow and break even analysis
- SC cost structures
- Risk analysis

Global SCM, Service Networks and current SCM Challenges

- Global aspects of SCM and service networks
- Regulations and deregulation
- SC activities in a global supply chain

6.6.7 Module teaching and learning (including formative assessment) strategy

A range of delivery methods are adopted, including lectures, tutorials, case studies and in-class exercises using a range of professional and academic sources. These are designed to engage learners in the module content, and associated competencies that the programme team wishes learners to develop over the course of the module. Learners' guided independent reading and research is supported by use of Moodle to prepare learners for their classes in addition to developing autonomous self-directed learners.

6.6.8 Work-based learning and practice-placement

There is no work-based learning or practice-placement within this module.

6.6.9 E-learning

E-learning supports are provided via the college's online learning environment, Moodle, including extensive library resources.

6.6.10 Module physical resource requirements

Normal lecture room with internet access and good-quality audio-visual equipment. All learners have access to an extensive range of "actual" and "remote access" library resources. The library monitors and updates its resources on an ongoing basis, in line with the college's Library Acquisition Policy. Lecturers update reading lists for this programme on an annual basis.

6.6.11 Reading lists and other information resources

Learners can draw on reading lists from their other modules in addition to the resources below.

Primary Reading

Chopra, S. (2018) *Supply Chain Management: Strategy, Planning, and Operation*. 7 edition. New York, NY: Pearson

Simchi-Levi, D., Kaminsky, P. and Simchi-Levi, E. (2019) *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies*. 4 edition. Boston: McGraw-Hill Education.

Secondary Reading

Christopher, P.M. (2016) *Logistics & Supply Chain Management*. 5 edition. Harlow, England : New York: FT Publishing International

Harrison, A. (2019) *Logistics Management and Strategy 5th Edition: Competing through the Supply Chain*. 6th edition. Harlow, England ; New York: Pearson

Lysons, D.K. and Farrington, D.B. (2016) *Procurement and Supply Chain Management*. 9 edition. Boston: Pearson

Rushton, A., Croucher, P. and Baker, D.P. (2017) *The Handbook of Logistics and Distribution Management: Understanding the Supply Chain*. 6 edition. London, United Kingdom: Kogan Page.

6.6.12 Specifications for module staffing requirements

Lecturing staff should hold a masters Level (Level 9) qualification in procurement, supply chain or a related subject area, with at least 5 years working in a management or consultant related role. Preferably with a third level teaching qualification (e.g. Certificate in Training and Education).

6.6.13 Module summative assessment strategy

Learners engage throughout the lectures with a series of service and supply chain management issues and case studies. Through these lectures, scenarios and case studies broaden the learners' thinking and it is the aim that they are able to identify and define problems, analyse financial and non-financial data for logistics financial performance and analysis. Initial summative assessment is through an individual analytical essay of approximately 3500 words. End of semester summative assessment entails a final exam. The assessed work breakdown is presented in the table below:

No	Description	MIMLOs	Weighting
1	Analytical essay	(i), (ii), (iv)	30%
2	Proctored Exam	(iii), (v), (vi)	70%

6.6.14 Sample assessment materials

Please see Sample Assessment Handbook.