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## MODULE DESCRIPTOR

### Module Title

Omni-Channel Fashion

Reference	BS2317	Version	3
Created	April 2018	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

### Aims of Module

To enable the student to understand the principles and theories associated with Omni-channel fashion with consideration for logistics processes and its importance to the industry.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Describe and outline the components of Omni-channel fashion networks from end to end i.e. from sourcing the items to delivery to the end consumer.
- 2 Convey information on business relationships, key partners and issues identified within the Omni-channel and supply chain processes.
- 3 Consider the role of logistics service providers in the fashion Omni-channel to serve the end consumer.
- 4 Discuss the impact future trends could have on the delivery of fashion items.

### Indicative Module Content

Supply chain management definition - sourcing of products, supply chain channel, value chain, end to end consumer, flow of goods through multi-channels and the returns. Types of channel, lean and agile and necessity of each to deliver in the Omni-channel marketplace. Components of the Omni-channel - the logistics mix and the many ways in which a consumer can purchase. Suitable network for moving fashion products around, push or pulled stock leading to stock velocity, quick response, category management, product replenishment and efficient consumer response approaches. Supply chain processes and business relationships - who has the most control, power and interdependence. Time to market, time to serve and time to react. Purpose of logistics service providers in serving the end consumer. Future trends and their impact on the delivery of Omni-channel demand for fashion.

### Module Delivery

Key concepts are developed and illustrated through lectures and directed reading. The understanding of students is further enhanced by use of relevant tutorials. Additionally, students will be directed to work independently.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	33	33
Non-Contact Hours	117	117
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BARNES, L. and LEA-GREENWOOD, G., 2010. Fast fashion in the retail store environment. *International Journal Of Retail and Distribution Management*, 38(10), pp. 760-772.
- 2 BRUCE, M. and DALY, L., 2011. Adding value: challenges for UK apparel supply chain management: a review. *Production Planning and Control*, 22(3), pp. 210-220.
- 3 FERNIE, J. and SPARKS, L., 2019. *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. 4th ed. London: Kogan Page. *ebook*
- 4 FERNIE, J. and SPARKS, L., 2014. *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. 4th ed. London: Kogan Page. *ebook*
- 5 HINES, T., 2007. *Fashion marketing: contemporary issues*. 2nd ed. Oxford: Butterworth Heinemann. *ebook* (Chapter 2: Supply chain strategies, structures and relationships.)
- 6 FERNIE.,D and GRANT., 2015. *Fashion Logistics*. London: Kogan Page.
- 7 LONDRIGAN, M. P., and JENKINS.,J. M. 2018. *Fashion supply chain management*. New York: Fairchild Books. 2018