

MODULE DESCRIPTOR

Module Title

Commercial Value Creation

Reference	SUM405	Version	2
Created	May 2017	SCQF Level	SCQF 11
Approved	June 2012	SCQF Points	15
Amended	December 2017	ECTS Points	7.5

Aims of Module

To facilitate a critical understanding of tools and techniques appropriate to commercial value creation.

Learning Outcomes for Module

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

- 1 Critically evaluate the requirements for value creation in the energy sectors.
- 2 Propose and develop the business case for market testing within a commercial environment.
- 3 Analyse and apply commercial value creation techniques within the energy sectors.

Indicative Module Content

Pre-contract process; the importance of competition; market testing / understanding contractor landscape; developing the business case for market testing; client and contractor alignment techniques; pre-qualifying & selecting suppliers for market testing (including available technology & industry data bases); competitive forces analysis; power positioning analysis; supplier positioning analysis; performance alignment techniques; managing the bidding & market test process; purchase price cost analysis methodologies; whole-life value assessment, industry based, real world case studies and scenarios.

Module Delivery

The module is delivered in Distance Learning Mode by self directed web-based learning materials supported by on-line tutorial support and discussion forums.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	N/A	70
Non-Contact Hours	N/A	80
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	N/A	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: 40% Outcomes Assessed: 1, 2

Description: Normally a longitudinal assessment involving topic discussion forums (20%) and a group presentation (20%).

Component 2

Type: Coursework Weighting: 60% Outcomes Assessed: 1, 2, 3

Description: An individual written piece of work.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

In order to pass the module students must achieve 40% or greater in each component.

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or greater
B	60% or greater
C	50% or greater
D	40% or greater
E	35% or greater
F	Less than 35%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module None in addition to course entry requirements or equivalent.

Corequisites for module None.

Precluded Modules None.

ADDITIONAL NOTES

This module is a core part of the MSc Commercial Practice for the Energy Sectors. The module may be taken as a stand-alone study package.

INDICATIVE BIBLIOGRAPHY

- 1 Chartered Inst. of Public Finance and Accountancy, 1996, Achieving Value for Money Through Competition: 27 Case Studies of CCT/Market Testing Experience in Great Britain. ISBN 0-85299-711-6.
- 2 Porter, M. E., 2004, Competitive Strategy: Techniques for Analyzing Industries and Competitors, Free Press.
- 3 Schuh, Christian; Raudabaugh, Joseph L.; Kromoser, Robert; Strohmer, Michael F., and Triplat, Alenka, , 2011, The Purchasing Chessboard: 64 Methods to Reduce Costs and Increase Value with Suppliers, Springer.
- 4 Armstrong, Michael, 2006, A handbook of management techniques [electronic resource] : a comprehensive guide to achieving managerial excellence and improved decision making.