

MODULE DESCRIPTOR

Module Title

Advanced Commercial Supply Chain and Category Management

Reference	SUM408	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 develop and demonstrate a critical awareness of category management and supply chain in the context of commercial environments.

Learning Outcomes for Module

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

- 1 Integrate category management and supply chain processes appropriate to the context of commercial management projects.
- 2 Synthesise relevant category management, market segmentation analysis principles to develop a business case in specific situations.
- 3 Critically appraise options with regard to strategic sourcing and implementation.
- 4 Evaluate sourcing portfolio analysis techniques relevant to specific situations.

Indicative Module Content

Principles of category management; Market segmentation analysis; Commercial leverage methodologies; Introductory negotiation; Developing the business case for strategic sourcing; Internal demand levers and external supply chain levers; Purchasing and sourcing portfolio analysis techniques (including spend criticality analysis); Methodologies and options for selecting make-buy & strategic sourcing planning; Barriers to sourcing strategy implementation; Methodologies - Request for Information / Proposal (RFIs/RFPs). 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:	3
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, 4
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 may be taken as an elective or as a stand-alone study package.

INDICATIVE BIBLIOGRAPHY

- | | |
|---|--|
| 1 | Lambert, D.M., 2008. Supply chain management: Processes, partnerships, performance, Supply Chain Management Institute, Florida. |
| 2 | Altekar, V.M., 2005. Supply chain management: Concepts and cases. Prentice-Hall, New Delhi. |
| 3 | McDonald, M, Dunbar, I., 2004. Market segmentation: How to do it, how to profit from it. Elsevier Butterworth-Heinemann, Oxford. |