Liverpool John Moores University

Title:	TECHNOLOGY & SUPPLY CHAIN INTEGRATION
Status:	Definitive
Code:	**6512TECYPC** (119820)
Version Start Date:	01-08-2018

Owning School/Faculty:	Engineering
Teaching School/Faculty:	YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Michael Shaw	

Academic Level:	FHEQ6	**Credit Value:**	24	**Total Delivered Hours:**	101
Total Learning Hours:	240	**Private Study:**	139		

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	56
Tutorial	42

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50	3
Report	AS2	Case study report	25	
Presentation	AS3	Presentation and report (30 mins)	25	

Aims

To impart awareness and understanding of the business entity and the importance of supply chain management and its integration with other functional elements as to responds to competitive environment such as e-business.

Learning Outcomes

After completing the module the student should be able to:

1 Critically appraise the main forms of business enterprise, the changing relationship between control and ownership as a firm expands, and the basic nature of business activity.
2 Critically appraise the role of the technology manager as the lubricant of organisational change, including the application of software and hardware within the business function.
3 Evaluate and assess the technology manager's role in initiating, controlling and planning change. Visualise the nature of the business landscape and the expected future trends including outsourcing, supply chain management, and e-business effect.
4 Evaluate and assess various management models ie STEP, SWOT, Porter's 5 Forces to decompose a business situation into its key elements, to be able to understand the nature of the pressures and drivers for change.
5 Critically appraise the internal business conflicts that impact upon the customer service equation, the commercial trade off and factors which determine relative customer value assessment. Assess the customer management process.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM   3   4

Report   1   2

Presentation   5

Outline Syllabus

Introduction and background
- Types of business, significant features of each.
- Origins and aims of businesses
- The need for capital to expand
- Weakening of control as ownership becomes more focused.

Types of Organization
- The Sole Trader
- The Partnership,
- The limited company,
- The plc. stakeholder perspectives.

Business functional activities
- Marketing, sales, manufacturing, Development & Design, Logistics.
- Business Landscape
- Business environment post 2000
- Significant STEP factors & projections

E-commerce & supply chain considerations
- e-commerce and e-business; overview of developments;
- The 4 Stage e-commerce model

Organization goals and Interactions,
- Conflict and optimisation of sub-goals
- Exacerbation of changing technology.

Business Integration
- Business forecasting; Responsiveness and flexibility
- Distribution channels, outsourcing
- Planning and control systems; electronic interfaces
- Customer-Supplier partnerships; current thinking, benefits and pitfalls

Systems applications
- Software application and Hardware
- Customer Relation Management
- Enterprise Resource Planning

Scope of customer service
- Customer service measures; some examples and their significance
- Establishing customer expectation
- The development of Logistics
- Logistics interfaces, particularly with marketing and manufacturing
- The logistical system

Introduction to marketing;
- Market research
- Marketing Tools to understanding the shape of the business

Customer value assessment
- Product costing, pricing & profitability. Direct Product Profitability
- Customer profitability measurement.   True service cost measurement
- Sectoring & engineering the customer base
- Managing the customers.

Introduction to strategic analysis tools
- SWOT, STEP and Porter's 5 Forces model.
- Business process change

Organisational implications
- Traditional organisations key performance indicators and non-focus on the customer
- Re-engineering the business for enhanced customer focus
- Control systems and organisation definition.
- Human resource factors. Training for customer focus

Commercial trade-offs
- Role of inventory. Manufacturing costs. Procurement costs. Logistics costs

- The logistics pipeline and cost profile determination
- The ETO-MTO-MTS spectrum and shifting positions.
- Establishing the cost of customer service

Learning Activities

Lectures and tutorials.

Course Material	Book
Author	Joel D. Wisner, G. Keong Leong and Keah-Choon Tan
Publishing Year	2005
Title	Principles of Supply Chain Management: A Balanced Scorecard
Subtitle	A Balanced Scorecard
Edition	
Publisher	Thomson South-Western.
ISBN	

Course Material	Book
Author	Johnson and Scholes
Publishing Year	2004
Title	Exploring Corporate Strategy
Subtitle	
Edition	7th ed
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	ChengiKuo
Publishing Year	1992
Title	Business Fundamentals for Engineers
Subtitle	
Edition	
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Porter
Publishing Year	1980
Title	Competitive Strategy
Subtitle	
Edition	
Publisher	Macmillan Business
ISBN	

Course Material	Book

Author	Birn
Publishing Year	2000
Title	Handbook of International Market Research Techniques
Subtitle	
Edition	2nd ed
Publisher	Kogan Page
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Harvard Business Review
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Strategic Management Journal
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	International Journal of Technology Management
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	European Journal of Innovation Management
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module is designed as an option on all Technology Management programmes. The concepts discussed are applicable to a very wide range of business and industry sectors, including both manufacturing and service-based organisations.