

# Customer Service and the Supply Chain

## Module Information

2022.01, Approved

### Summary Information

Module Code	6604TECYPC
Formal Module Title	Customer Service and the Supply Chain
Owning School	Engineering
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

### Learning Methods

Learning Method Type	Hours
Lecture	24
Tutorial	18

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

Aims	To convey the importance of the integration of customer service objectives with other elements of supply chain management, in the context of expected future business trends, including the development of e-business. To show how this can be achieved in practice.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Explain the nature of the business landscape and the expected future trends including outsourcing, supply chain management, and e-business.
MLO2	2	Discuss the concept of customer service in relation to holistic business activity, through a consideration of customer expectations and how these are addressed.
MLO3	3	Examine the supply chain concept from the perspective of customer service.

## Module Content

Outline Syllabus	Definitions and 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· 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· E-commerce & supply chain considerations· E-commerce and e-business; overview of developments; the 4 Stage e-commerce model· Business forecasting; Responsiveness and flexibility· Distribution channels, outsourcing· Planning and control systems; electronic interfaces· Customer-Supplier partnerships; current thinking, benefits and pitfalls
Module Overview	
Additional Information	This module is designed to provide an understanding of the integration of customer service and supply chain management using technology, with emphasis to the e-business environment. The concepts discussed are applicable to a very wide range of business and industry sectors, including both manufacturing and service-based organisations.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Exam	Examination	100	1.5	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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