

## Liverpool John Moores University

Title: Customer Service and the Supply Chain  
Status: Definitive  
Code: **6604TECYPC** (121736)  
Version Start Date: 01-08-2021

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

Team	Leader
Karl Jones	Y

**Academic Level:** FHEQ6  
**Credit Value:** 10  
**Total Delivered Hours:** 43.5  
**Total Learning Hours:** 100  
**Private Study:** 56.5

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Tutorial	18

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100	1.5

### 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.*

### Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Examination	1	2	3
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## 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*

## Learning Activities

Lectures and tutorials

## Notes

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.