

MODULE DESCRIPTOR

TITLE	Food Supply Chain Management
SI MODULE CODE	19-6H03-00L
CREDITS	20
LEVEL	6
JACS CODE	N290
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Jane Eastham

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

- examine the factors which influence the nature of supply decisions within the hospitality sector;
- examine the nature of supplier/ buyer relations within the hospitality industry;
- examine and evaluate the principles of supply chain management and alternative strategies in ensuring competitive advantage;
- examine the relative feasibility of diverse strategies within specific contexts.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Investigate the concepts of strategy purchasing and supply chain management
2. Appraise the potential changes SCM will bring to functional management activities and critically evaluate the value of supply chain management within the food sector. (C)
3. Examine and evaluate the impact of the competitive environment on the food industry supply structure and the emergence of SCM strategies within the food sectors. (KU)
4. Analyse and explain the distinctions between the supply strategies seen within the food sectors. (C)
5. Present information in a coherent and argued manner in both an oral and written format.

INDICATIVE CONTENT

- Concepts of managing supplier/buyer relationships e.g. supply chain management mean and agile, power regimes;
- The development of supply chain management initiatives;
- Building effective alliances - Methodologies, and current practices;
- Critical review of the benefits and barriers to the emergence of inter-organisational relations;
- The value of integrative initiatives in diverse market structures, organisational contexts.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

This will be predominantly be delivered through a series of student lead seminars with supporting lectures which will be utilised to develop and apply the theoretical frameworks to specific scenarios. The objective will be to develop appropriate supply chain strategies to given scenarios.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Presentation (group)	CW	20	30 minutes	N
2	essay	CW	80%	3500	N

Assessment Title:	Presentation	Weighted:	20%
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- Presentation of material
- Evidence of extensive research
- Analysis of exchange relationship
- Understanding of the nature of supply structures for a specific product
- Use of global sources of data

Assessment Title:	Presentation	Weighted	80%
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- Evidence of appropriate reading
- Evidence of synthesis interpretation and evaluation of information
- Understanding or relevant theoretical constructs
- Application of knowledge to industrial contexts
- Cogency of Argument
- Awareness of Global context

FEEDBACK

Students will receive feedback on their performance in the following ways

Feedback will be provided in two ways. Verbal feedback will be given to students during the presentations, written feedback will be provided after the Christmas Break. Feedback for the essay which be as indicated in the University assessment regulations. Students will be supported through small group work drop in sessions which will facilitate the development of the essay writing and critical thinking.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

Eastham J.F. Sharples L. & Ball S.D. (2001) Food supply chain management, Issues for the hospitality and Retail sectors.

Bourlakis ,M (2004) Food supply chain management

Mariotti J (2001) Smart things to know about partnerships, Capstone

Gadd I. & Hakansson, H. (2001) supply network strategies, Wiley.

Reading materials for this unit primarily includes specialist journals as listed below:

In addition to the following texts, specific chapters will support student learning activities:

Christopher M (1998) Logistics and supply chain Management 2nd edition, Pitman publishing

Christopher M (1997) Marketing Logistics, Butterworth Heinemann

Dobler D & Burt D.(1996) Purchasing and supply management, McGraw-Hill International editions

Eccles R & Nohria N.(1992) Networks and Organisations, Harvard Business Review Press.

Egan J (2001) Relationship marketing Prentice Hall

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Gadde L.E. & Håkansson H.(2001) Supply network strategies, IMP group.

Gatteria J.L. Managing the supply chain, Macmillan P

Lambert D. & Stock J. (1993) Strategic logistics management, McGraw and Hill (3rd Edition)

Lamming R (1993) Beyond Partnership, New York, Prentice hall

Leenders, M & Fearson H (1997) Purchasing and Supply Chain Management, McGraw- Hill. (11th Edition)

Lorange P and Roos J. (1993) Strategic Alliances, Formation, implementation and Evolution, Blackwell business, Oxford.

Cox A. 2004 Win Win , Palgrave (reference incomplete)

Cox A et al. 200 competitive advantage

Supplementary and Alternative Texts

Strauss J (2000) Emarketing prentice press

Saunders M (1994) Strategic purchasing and supply chain management Pitman: London.

Waller D (1999) Operations Management - A supply chain approach, Thompson Business Press

Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Supply Chain Management, MCB University Press

Logistics information Management MCB University Press

European Journal of Purchasing and Supply Management, Elsevier Science Publishers Ltd, Oxford

International Journal of Purchasing and Materials Management, NAPM Publications

British Food Journal MCB University Press

International Journal of purchasing and supply, NAPM Publications

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

<http://www.ssawg.org/virtualfarm.html>

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	September 2013	April 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	