

# **Bachelor of Science (Honours) Global Business Management (Logistics and Supply Chain)**

## **Module Descriptions**

### **Academic Skills and Employability**

This module has twin aims. First, it supports your transition into higher education by developing your specific skills and attributes to both manage your studies and communicate your ideas effectively within the academic community, and give you an insight on how these skills contribute to your professional development.

The second aim is to equip you with the necessary knowledge and transferable skills to maximise your chances of finding a placement or entering a graduate level role on completion of your Degree programme.

This module will provide you with the skills to manage your studies effectively at Level 5. It develops your skills in effective communication, independent and critical thinking, and explores how these can be applied to independent research projects. You will consider how to effectively manage yourself and your studies, how to find appropriate information and use them in your academic writing, develop your academic voice across different communication styles, as well as hone your critical and ethical skills in your studies.

The module evolves through group work and independent study, exploring the concept of employability and career development. You will examine the process of recruitment and selection, and be supported in the production of curriculum vitae (CV), cover letters and the use of psychometric tests to ensure that you make an impactful application to any employer.

### **Applied Logistics and Supply Chain Management**

You will learn the key theories and principles of logistics and supply chain management, and the knowledge and skills of applying these in real business practices. The module focuses on the development of your discipline-specific problem-solving skills and associated "soft skills", such as communication and presentation competencies.

Within this module, you will cover the following main topics:

- Demand management
- Distribution strategy
- Global supply chain management
- Inventory management
- Logistics in manufacturing and service

- Order management
- Supply-Chain Operations Reference (SCOR) model
- Sourcing management
- Supply chain coordination
- Supply chain network design
- The future of supply chain management
- Transportation management

The module will lead you to the development of supply chain management competencies and confidence in handling complex problems relating to logistics, supply chain and their inter-relationship. In doing so, it will expose you to a wide range of quantitative or qualitative models and techniques that support the analysis relating to these problems. You will therefore become knowledgeable about the theory and practice of logistics and supply chain management, and skilful in the use of various related tools and techniques. On completing the module, you will be able to apply the theories and principles to analyse logistics and supply chain problems in a variety of business applications. You will be capable of identifying the root causes of various supply chain problems and proposing relevant solutions.

## **Digital Business Models, Marketing and Operation**

Throughout this module, you will be introduced to the opportunities and challenges posed by doing business in an increasingly digital domain. This module is designed to give you an understanding of how using online channels impacts different parts of the organisation, and it will focus on 3 core areas of business:

### Digital Business Models

You will develop an understanding of the cost structures associated with using digital channels and different business models including omnichannel business strategies.

### Digital Marketing

You will consider how consumer behaviour has changed in the digital era and evaluate the ever-increasing range of digital tools available for marketers online. This will include understanding Google search rankings, mobile marketing and social media.

### Supply Chain Management and Information Systems

You will develop an appreciation of the role of supply chains in serving global markets, addressing issues such as the application of various systems to facilitate digital transactions, for example, customer relationship management (CRM), enterprise resource planning (ERP) and issues related to web performance.

You will be encouraged to think about digital business as a cross-disciplinary issue that requires the buy-in and contribution of various business functions to truly succeed.

## **Global Supply Network Management**

In this module, you will experience extensive coverage of logistics and supply networks. The module will enhance your strategic understanding of the complexities involved in supply network design and its architecture, and you will learn to manage the supply networks strategically in a global and local context. The module provides an understanding of the physical movements of goods through supply chain networks, the networks of organisations involved and the modes of transport used. The module will explore logistical and network solutions for real business distribution problems across both inland and overseas operations, and the challenges and future opportunities of logistics providers/freight operators in the balancing of sustainability priorities.

The key themes include:

- Automation and warehouse management
- Forecasting and inventory management
- Industry 4.0
- Logistics and distribution networks
- Network design and architecture
- Supply network theory
- Transportation systems and intermodality
- Warehouse trends, design and management

The module also focuses on transport as a service to the public, both domestically and internationally, examining the allied industries it supports. It also provides an appreciation of the socio-political debate surrounding the sustainability of different transport modes, industry agendas and governance frameworks, whilst considering the realities of such debates when serving and operating in local and international environments.

At the end of the module, you will be able to critically assess the strategic management of specialised areas of business such as logistics and supply chain management, and apply and critically appraise this knowledge to relevant business and management contexts. You will learn to conduct contemporary research in logistics and supply management. In doing so, you will learn to develop your interpersonal communication skills and ability to work in teams. You will develop critical thinking and problem-solving skills that contribute to your personal and professional development.

## **International Operations Management**

This module captures global contemporary operations and supply chain challenges and issues, their contribution to organisational strategies and the development of competency in related tools. You will develop as an active learner and your learning in this module is three-fold:

### First Fold

It provides you with an underpinning knowledge about international operations management, your learning supported by investigating the ongoing developments in both related theory and practice set in the global context. You will learn strategic theories and gain knowledge associated with common operations and supply chain management themes during interactive weekly lectures and seminars.

The key themes include:

- Global location management
- Global logistics management
- Global operations sustainability
- Global procurement management
- Global supply chain management
- Global supply chain risk management
- Lean management
- Introduction to operations management
- Operations planning
- Process, product and service design
- Quality management
- Resource and capacity planning

### Second Fold

It seeks to develop your practical problem-solving skills related to global operations and supply chain context by analysing contemporary issues through interactive case study analyses that are central to weekly seminars. You will have the opportunity to analyse cases relevant to each theoretical theme above and be able to discuss these with your fellow learners with facilitation by your seminar tutor.

### Third Fold

This research-informed module also aims at developing your research skills. You will have the opportunity to learn more about critical reading and writing of peer-reviewed academic journal articles that enable you to develop the necessary and significant skills required to execute research-intensive assessment tasks in this module and other modules as you progress through your programme.

### **Management Enquiry**

The Management Enquiry module is a student-led individual project that enables you to undertake a significant piece of assessed work commensurate with a capstone module. The module aims to provide you with an opportunity to demonstrate an authentic engagement with managers and/or professionals in your discipline, and to integrate the knowledge you have developed during your programme to explore the theory in practice.

The learning on this module is experiential and problem-based, where the focus is on you discovering, probing and questioning key practice-based issues. Through the module, you will be offered the opportunity to develop and enhance key transferable employability skills including analysis, communication (written, aural and verbal), discovery, initiative, negotiation, persuasion and influence, problem-solving, project management and time management.

### **Management Research and Analysis**

In this research-based module, you will experience a comprehensive coverage of research methods and analysis that will prepare you for both work placement and study abroad opportunities, alongside preparation for your final-year "capstone" research module of either Dissertation, Management Enquiry or Consultancy Project, for your future employment, enterprise or entrepreneurial activity.

You will learn how to develop a research question, and linked to this, be able to choose an appropriate method of research, dovetailing both learning experiences to the development of a critical assessment of the academic literature. You will gain a basic understanding of research philosophy, whilst the coverage and importance given to research ethics will play an important part of your learning within the module, and you will appreciate, as part of your learning, how this underpins research of quality and integrity. The role of ethics in research will cover study design, participant selection, data collection, data handling, and storage and presentation of research findings.

You will learn how to apply quantitative and qualitative methods. In the quantitative applications, you will learn about hypothesis testing, presenting and summarising data, questionnaire design, sampling and statistical inference. You will have the opportunity to use a range of appropriate software tools, including Excel and Statistical Package for the Social Sciences (SPSS). In the qualitative part of the module, techniques covered will

include interviews and focus groups to collect data, supported by analysis methods including content analysis and thematic analysis. You will learn how to execute a critical and effective analysis of your research data for both approaches, as well as appreciate the importance of piloting.

## **Project Management**

In this module, you will learn about the role of a project and project manager in organisations, and the concepts and techniques required to manage the core aspects of a project.

The main topics covered include the core knowledge areas outlined in "A Guide to the Project Management Body of Knowledge (PMBOK® Guide)" published by the Project Management Institute (PMI) as well as essential fundamental theories, knowledge and techniques required to manage a project in contemporary business settings.

These topics include:

- Defining project characteristics, lifecycle and activities
- Distinguishing agile, extreme and traditional project management approaches
- Managing core project aspects, such as cost, stakeholder relationships, scope, schedule and risk
- Realising the role of the project and project manager in various organisational structures and cultures
- Understanding how projects drive change and achieve strategic goals in organisations

Drawing on contemporary project management research and business case studies, this module will develop your confidence, knowledge and skills in managing projects. Your learning will take place through lectures and practical information technology (IT) workshops.

Your learning will expose you to a wide range of project management examples (successful and unsuccessful) and project management approaches (classic and contemporary) to broaden your understanding of project management in a dynamic business setting. You will be given opportunities to work as a team and develop essential project management documents for a chosen project.

On completing this module, you will be able to utilise appropriate project management techniques and technical skills to manage different projects effectively and efficiently. You will be able to critically challenge the assumptions and existing practices in project management.

## **Responsible Strategy**

In this module, you will learn about the context of responsible strategic thinking, how to identify and explore sustainable business opportunities as a source of competitive advantage. You will gain an appreciation of the overarching principles of setting up and executing a responsible and sustainable organisational strategy.

Within the setting of these strategic objectives, you will understand how the associated responsible decision-making will impact both internal and external stakeholders. Your learning will span across private and public sector organisations, Multinational Enterprise Groups (MNEs), and Small and Medium-sized Enterprises (SMEs), and how different organisations and industries interact with responsible and sustainable business opportunities and challenges.

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### **Strategic Frameworks and Cultural Contexts in International Management**

This module aims to provide you with an understanding of and an introduction to the application of key strategic decision-making aspects and their interface with cultural contexts. The introduction to global forces shaping international business and the macro business environments is taken forward to engage strategic frameworks that businesses may deploy to inform international business.

The topics covered in this module will include:

- Key cultural paradigms in relation to international business
- Cultural differences in adopting the Cultural, Administrative, Geographic and Economic (CAGE) framework and its application
- Ethics and responsible business in the context of growth, localised contexts of international markets and managing the value chain in international business
- Introduction to international business (IB) strategy frameworks such as Porter's national diamond, CAGE framework (extending the analytical perspective provided by the Big-C approach, triple A framework, and the Bartlett and Ghoshal continuums of choices. Porter's five forces and generic strategies are also put in context)
- Communication across cultures
- Identify and evaluate the issues relating to the management of internationally mobile employees
- International business protocol
- International market entry and growth

## Supply Chain Innovation

The module aims to help you with using knowledge of business and management to understand the management of innovations in supply chains. The module is delivered to you using weekly lectures and seminars.

Within this module, you will cover five main topics:

- Innovation processes
- Introduction to selected processes and organisational innovations in supply chains
- Knowledge management for innovation
- Relating in business networks for managing innovations
- Types of innovations (e.g. eco innovation, organisational innovation, product innovation, process innovation, supply chain innovation)

The module will lead you to the development of a basic understanding of the different facets associated with supply chain innovation. In doing so, it will expose you to a wide range of supply chain innovation theories and frameworks. You will become aware of the role the management of supply chain innovations plays in the wider business context.

Furthermore, you will gain an understanding of the role of knowledge management in relation to the management of innovations in supply chains, the drivers for these innovations, the ways in which such innovations can be managed and different aspects associated with the relational nature of managing supply chain innovations.

On completing the module, you will have developed an understanding of different types of supply chain innovations, approaches to managing knowledge for supply chain innovation and the relational nature of such innovations. You will also be able to identify contemporary professional practice in business and management, and understand how it is informed by theory and research.