



Module Specification

Part 1: Basic Data					
Module Title	Supply Chain Management				
Module Code	UILV7F-15-3	Level	3	Version	1
Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Hartpury	Field	Animal and Land		
Department	Agriculture	Module Type	Standard		
Contributes towards	BSc (Hons) Applied Agriculture BSc (Hons) Applied Agriculture (SW) BSc (Hons) Applied Agriculture (Livestock Production) BSc (Hons) Applied Agriculture (Livestock Production) (SW) BSc (Hons) Applied Agriculture (Crop Production) BSc (Hons) Applied Agriculture (Crop Production) (SW) BSc (Hons) Applied Agriculture (International) BSc (Hons) Applied Agriculture (International) (SW)				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
Last Major Approval Date	19 January 2017	Valid from	1 September 2017		
Amendment Approval Date		Revised with effect from			
Review Due By	1 September 2023				

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Critically review the dynamic interrelationships that drive forces and trends within the agricultural supply chain. (A) 2. Critically analyse risk management and the implementation of critical control points within the agricultural supply chain. (A) 3. Propose suitable benchmarks which can be used to critique performance along the agricultural supply chain. (A) 4. Articulate and defend detailed, robust marketing strategies to take a product to the consumer. (A)
Syllabus Outline	<p>This module will provide students with a working understanding of the journey produce (arable, milk, meat etc.) takes from farm to consumer. This will include consideration of:</p> <ul style="list-style-type: none"> • Agri-food supply chains and network design; the changing structure of local, regional, national and international chains; linking farmers to markets – participatory agro-enterprise development; making markets work for poverty reduction; supply chain mapping and market mapping; supply and distribution channel strategies; centralisation versus localisation decisions; local versus global sourcing decisions; supply chain governance. • Driving forces and trends – globalisation, outsourcing; e-commerce; interdependency complexity and diversity; volatility of demand; mergers and acquisitions; the competing demands for cost reduction, agility, welfare and sustainability. • Agricultural supply chain management (SCM), benchmarks, demand chain management and logistics definitions

	<ul style="list-style-type: none"> • Agricultural supply chain relationships: the changing character of supplier-retailer relationships; power; trust/distrust; negotiation; alliances and collaboration; supplier selection and development; the challenges of international partnering relationships; the role of 3rd and 4th party outsourcing • Marketing principles and practice; market opportunities within agriculture 																														
Teaching and Learning Methods (and contact hours)	<p>Alongside lectures and seminars the students are also expected to carry out independent study in support of the module through reading and research. Guest speakers, evidence based learning and visits to relevant industry conferences and supply chain businesses will contribute to both contact time and independent study. In line with the industry focused nature of the final year of the programme the delivery of teaching will be flexible to support students with placement work.</p> <p>The mix of contact time, directed study, independent study, shadowing of industry specialists, conference and agricultural demonstration / show attendance and visits will develop the student's knowledge and understanding of the subject area alongside development of key attributes to enhance employment and develop critical reflection in and on practice.</p> <p>Virtual Learning Environment (VLE) This specification is supported by Moodle where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE. The VLE will be used to deliver interactive lectures, research seminars and industry forums which will contribute to the scheduled learning for this module.</p>																														
Key Information Sets Information	<p>HEFCE require Key Information Sets (KIS) to be produced at programme level for all undergraduate programmes of more than one year in length. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="488 1066 1375 1417"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>32</td> <td>118</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="424 1818 1098 2051"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>100%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	32	118	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	0%	Practical exam assessment percentage	100%		100%
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Reading Strategy	<p>Students are expected to read a range of textbooks, journal articles and industry relevant publications in support of the module.</p> <p>Any core essential reading will be indicated clearly in the first week of module teaching along with the method for accessing it, e.g. students may be expected to purchase a set text, be given a study pack, or be referred to texts that are available electronically, etc. This guidance will be available on the relevant VLE page.</p> <p>Further and wider reading is encouraged for this module with relevant material indicated in lectures, lecture notes, seminar preparation instructions and on the relevant VLE.</p> <p>Access and skills Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>
Indicative Reading List	<p>The following list is offered to provide an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</p> <p>Books</p> <ul style="list-style-type: none"> • Cox, A., Ireland, P., Lonsdale, C., Sancderson, J., Watson, G. (Current Edition) <i>Supply Chain Management: a guide to best practice</i>. London: Prentice Hall • Gbadamosi, A., Bathgate, I. K., Nwankwo. S. (Current Edition) <i>Principles of Marketing: A value-added approach</i>. Palgrave Macmillan: Basingstoke • Hugos, M. (Current Edition). <i>Essentials of Supply Chain Management</i>. Hoboken: Wiley • Lindgreen, A. (Current Edition) <i>Managing market relationships: methodological and empirical insights</i>. Farnham: Gower • Martin, C. (Current Edition). <i>Logistics and Supply Chain Management</i>. 4th ed. Harlow: Pearson • Mentzer, J. T. (Current Edition) <i>Supply Chain Management</i>. California: SAGE • Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E (Current Edition) <i>Designing and managing the supply chain: concepts, strategies, and case studies</i>. Boston: McGraw Hill Irwin <p>Journals</p> <p>Journal of Supply Chain Management</p> <p>Supply Chain Forum: An International Journal</p>

Part 3: Assessment

Assessment Strategy	<p>The module will be assessed through an oral presentation and supporting materials under controlled conditions. The presentation will focus on all areas of supply chain management. Students are encouraged to engage in questioning and debate with guest speakers and during industry engagement to broaden their knowledge and understanding of the complexity of the agricultural supply chain. Students should also engage in wider reading to be able to apply research to critique the impact of decision making within the agricultural supply chain. Tutors will support students through tutorial sessions where verbal formative feedback will be given on drafts of the presentation to assist student development.</p> <p>In line with the Institution's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.</p>
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Identify final assessment component and element	Oral Presentation	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	N/A
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Oral Presentation (30 minutes)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Oral Presentation (30 minutes)	100%	
If a student is permitted a retake of the module under the Academic Regulations and Procedures, the assessment will be that indicated by the Module Specification at the time that retake commences.		