



Module Specification

Global Supply Chain for Advanced Strategy

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Part 1: Information

Module title: Global Supply Chain for Advanced Strategy

Module code: UMSTBH-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module explores how strategy, global supply chain and innovation theories and frameworks are used to inform strategic decision-making in organisations. Students learn about key relevant theories as well as their practical use against the backdrop of complexity and ambiguity found in real organisations.

Features: Not applicable

Educational aims: The aim of the module are:

To prepare students in making strategic and global supply chain decisions in complex and ambiguous situations.

To equip students with a set of strategic, supply chain and innovation concepts and frameworks that aid them in strategic decision-making

To increase students ability to interpret the impactions and risks of strategic and global supply chain issues and decisions

Outline syllabus: High Level View of Content

1. Making strategic and operational decisions (plus reminder of Level 5 module)
2. The scope and the operations of the firm and its supply chain
3. Sources of competitive advantage (link to FSA from international strategy)
4. The activity view of competitive advantage / Supplier relationship management
5. Realising advantage across national borders (Aggregation, Adaptation, Arbitrage)
6. Designing global operations (Global v regional v local supply chains)/ Service Supply Chains & Servitization
7. The resource view of competitive advantage
8. Make vs Buy - Operation view of outsourcing/offshoring / Reshoring.
9. Dynamic views of advantage (dynamic capabilities and Blue Ocean)
10. Innovation and global operations.
11. Purpose of the firm and implications across a global supply chain / Sustainable supply chains (Environmental / Modern Slavery / Societal impacts/Circular Supply)
12. Corporate strategy / Strategic Risk and the Supply Chain
13. Pulling it all together – assessing implications of contemporary issues

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where

problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Flipped Learning:

Content delivered through recorded videos

Face-to-face seminars focused on application in groups

Online drop picking up queries on the recorded material and portfolio

Additional assessment briefings/guest lectures

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate an understanding of key strategy, global supply chain and innovation ideas, tools and techniques.

MO2 Apply and critically evaluate strategy, global supply chain, and innovation concepts to inform specific decisions in ambiguous and complex situations

MO3 Effectively communicate strategic analyses, complex decisions and their implications for a firm's strategy and global supply chain

MO4 Recognise the implications of the conflicting responsibilities the firm faces in making strategy and global supply chain changes

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umstbh-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umstbh-30-3.html>

Part 4: Assessment

Assessment strategy: The assessments have been designed to ensure understanding has been achieved across the different elements of the module and that this understanding can be used to issues and their implications in strategic decision-making

The portfolio element will ask students to apply the frameworks and theories covered in class to a company of their choices and so over the module they will build up an full analysis of that company's strategy and global supply chain requirements. Thus the MO1, 2 and 3 will be tested.

The report element will ask students to use the frameworks and theories covered to consider the implication of new and emerging trends and issues in the firm's context. Thus showing they can use theory material covered on the module to inform strategic decision-making. This covers MO4.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio (70%): Staged submissions applying material covered in the module to a firm of student's choice (templates and commentary).

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (First Sit)

Description: A Business Report - 1500 words.

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Portfolio (Resit)

Description: Amend and resubmit portfolio

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: A Business Report - 1500 words.

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business Management [HELP] BA (Hons) 2025-26

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

International Business Management [UFM] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26