

BUSM 7092 SUPPLY CHAIN MANAGEMENT

Credit Points 10

Legacy Code 200329

Coordinator Henry Lau ([https://directory.westernsydney.edu.au/search/name/Henry Lau/](https://directory.westernsydney.edu.au/search/name/Henry%20Lau/))

Description With a rapid increase in global trade and increasing customer expectations, firms are under considerable competitive pressure to find cost-effective and creative ways of delivering value to customers. Since the creation of customer value needs to be viewed holistically - from raw material movement from suppliers through to transformation in the factory and then on to distributors and customers - the effective management of the supply chain and related business networks is critical to achieving competitive advantage. Through formal lectures, case study discussions, and assignments, this unit provides the foundational knowledge, tools, and techniques needed to participate in the design, implementation, and management of an effective supply chain.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program, the Master of Research, 3752 Master of Project Management, 3693 Master of Engineering or 3749 Master of Science.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Describe supply chain and logistics processes and explain the underlying principles that support their effective management;
2. Elaborate on the role and importance of customer relationship management and its importance in developing an effective and efficient supply chain;
3. Identify the various elements of supply chain and logistics management processes and critically evaluate their role and interdependence in effective supply chain management;
4. Interpret, from a strategic perspective, the role and importance of supply chain management in enhancing competitive advantage;
5. Define and evaluate the networks and relationships present within supply chains;
6. Apply important tools and techniques for designing, operating and evaluating the performance of an effective supply chain management system.

Subject Content

21st century supply chains and logistics management
 Customer relationship management
 Procurement and manufacturing
 Integrated operations planning
 Inventory management
 Transportation, warehousing and packaging
 Global supply chains
 Network design and operations analysis

Collaboration and performance management
 Risk and sustainability

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Case Study	4 x 500 words	20	N	Group
Report	2,000 words	30	N	Individual
Final Exam	2 hours	50	Y	Individual

Prescribed Texts

- Bowersox, DJ, Closs, DJ, Cooper, MB & Bowersox, JC 2012, Supply chain logistics management, 4th edn, McGraw-Hill/Irwin, Boston

Teaching Periods

Quarter 2

Parramatta City - Macquarie St

Evening

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7092_22-Q2_PC_E#subjects)

Quarter 4

Parramatta City - Macquarie St

Evening

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