

MODULE: SUPPLY CHAIN MANAGEMENT

CODE: BAIHM-2-2-10

Stage: II

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

This module develops the necessary conceptual and analytical skills necessary to manage, integrate and control internal and external functions. The module covers how products and information flows can be co-ordinated to provide a fast and cost-effective hospitality service to the customer. The module also looks at some of the traditional tools such as, process analysis, yield management, location analysis and inventory theory as well as the more recently automated processes involved in SCM. The aim of this module is:

- To provide students with an in-depth understanding of the key functions and practice of materials sourcing and purchasing within the context of the international hospitality industry
- To ensure students are fully aware of the relationship between suppliers, the company and the customers
- To ensure students fully understand the relationship between customer service and supply chain management
- To ensure students fully appreciate how to identify supply chain improvement opportunities
- To identify and critically evaluate future trends and best practices in international supply chain management

Module Content

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Concepts in Supply Chain Management

- The development of supply chain management models and evolution
- Supply chain performance measures
- Forecasting principles and techniques
- Collaborative Planning, Forecasting and Replenishment (CPFR)
- Controlling prices and costs

Concepts in Materials Management & Planning

- Materials Requirement Planning (MRP)
- Capacity Requirements Planning (CRP)
- Inventory management practices
- Valuation of stock, Stocking to order, Stocking to forecast, Safety stocks
- Reducing Cycle Time

Organising the Supply Chain

- Vetting suppliers and setting standards
- Specifying and assuring the quality of supplies
- Volume catering, JIT supply and food safety

Purchasing Objectives and Life Cycle

- Co-ordinated and defined purchasing procedures
- Quality/Quantity, sourcing and performance
- Total acquisition costs and methods
- Co-ordinated and defined ordering procedures

- Purchasing/ordering and IT
- Transportation, storage and production costs

Human Resources in the Supply Chain

- The relationship between suppliers, the company and the customers
- Customer Service Relationships
- Service Delivery, Standards and Performance measures

International Supply Chain Management Issues

- Inventory Reduction
- Cost Reduction Opportunities
- Strategic Partnerships
- Global Supply Chains

Concept of Total Quality Management in the Supply Chain

- TQM Initiatives
- Customer Expectations
- Quality Standards and customer satisfaction
- ISO 9000

IT and International Supply Chain Management

- The impact of e-commerce on supply chains
- Information technology and decision support systems

