THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Fashion Supply Chain Management (Fashion Operations Management)
Unit code	Mats 10411
Credit rating	10
Level	Year 1
Semester(s)	2
Pre-requisite units	None
Co-requisite units	None
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Dr Omera Khan
Other staff involved	

2. AIMS

The aim of this unit is to introduce the concept and definition of supply chain management, how it is increasingly recognised as a competitive strategy and the influence of supply chain management to other major functional activities and to a firm's success.

On completion of this unit, students are intended to better understand:

- The impact of supply chain management on the success and profitability of the modern organisations
- The influence of supply chain management on other major functions
- The major challenges of implementing a supply chain strategy as well as approaches for meeting these challenges

3. BRIEF DESCRIPTION OF THE UNIT

As organisations continuously seek to provide their products and services to customers faster, cheaper and better than the competition, managers have come to realise that they cannot do it alone, rather they must work on a co-operative basis with the best organisation in their supply chain in order to succeed. This unit introduces the concept of supply chain management, the tasks and challenges of effectively managing the supply chain.

4. INTENDED LEARNING OUTCOMES *(include unit-specific and contribution to programme)*

Category of outcome	***On completion of this unit, students should be able to:***
Knowledge and understanding	1. Understand the concept of supply chain management 2. Demonstrate the skills necessary to respond to the challenges of managing the supply chain in the fashion/textile market
Intellectual skills	1. Demonstrate the ability to analyse future challenges in the supply chain and how to best manage them 2. Demonstrate an understanding of the role of supply chain management in the textile and clothing context

	3. Demonstrate the ability to analyse the impact of supply chain management techniques to other major functional activities contributing to a firm's competitive strategy
Practical skills	Presentation skills and problem solving, report writing
Transferable skills and personal qualities	Presentation skills, project management, problem solving, case analysis, team working, report writing

5. LEARNING AND TEACHING PROCESSES (*methods of delivery*)

Lectures, Seminars, Case studies, Group work

6. ASSESSMENT

Assessment task	Length	Weighting within unit (if relevant)
In groups of 5 people ONLY: Using a combination of sources, analyse and report how a fashion/textile company of your choice manages its supply chain. Your report should include the following sections: A company overview, a description of the supply chain, key challenges in the supply chain, competitive strategies used to differentiate their supply chain, what are the value adding activities if any, if not what would you propose? Conclusions: what recommendations would you give to the company to sustain or improve their position in the market place?	2000 words With a cover page and last page to include details of group members contribution To submit to the textile office on Monday 20th April before 3pm	100%

7. WEEK-BY-WEEK DELIVERY SCHEME

Wk No	Date	Topic
1	05/02/09	Introduction to Supply Chain Management (part 1)
2	12/02/09	Introduction to Supply Chain Management (part 2)
3	19/02/09	Logistics: Managing the Flow of Materials Across the Supply Chain
4	26/02/09	The Role of Sourcing and Purchasing in Supply Chain Management
5	05/03/09	Demand Driven Supply Chains
6	12/03/09	Group Project Study Week
7	19/03/09	Developing and Maintaining Supply Chain Relationships
8	26/03/09	The Role of Information Systems and Technology in Supply Chain Management
9	23/04/09	Fast Fashion Supply Chains: Zara, Mango, H&M
10	30/04/09	The Role of Product Design in Supply Chain Management
11	07/05/09	Globalisation & Future Challenges in Supply Chain Management
12	14/05/09	No Lecture

Date of current version	1st JANUARY 2009