



Attachment 6: FIATA Minimum Standards to Obtain the Higher Diploma in Supply Chain Management

Module: **1001 Supply Chain Management**

Date:

Developed by: Thomas SIM

No of Contact Hours: 24

No of Tutorial Hours: 6

No of Assignment Hours: 10

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Supply Chain Management	6		What does a supply chain manager do in managing supply chains?	
			1.1	The impact of supply chain management on organization performance and financial bottom-line.	
			1.2	How each logistics activity supports business supply chains.	
			1.3	The strategic importance of supply chain management by introducing the dimensions to achieve customer satisfaction and the price of supply chain inaction.	
			1.4	Apply the supply chain relationship management model via case studies.	
			1.5	Identify and work out the barriers to effective supply chain relationships / collaboration in organisations of participants' choice.	
2	Warehousing Strategy for Efficient Supply Chain Management	3		2.1 Discover why organizations need warehousing and how warehousing can be strategic to organization competitive advantage.	
			2.2	Identify the general warehouse strategy, functionality and operations.	
			2.3	Differentiate the various types of warehousing.	
			2.4	Using an existing Warehouse Management System (WMS), acquire and implement WMS.	

3	Inventory Management	3	<p>3.1 The importance of inventory management as a critical supply chain component.</p> <p>3.2 General inventory functionalities and principles that are important to achieve customer satisfaction and efficient and effective supply chain.</p> <p>3.2 The financial impact of inventory.</p> <p>3.3 Identify the various costs involved in maintaining and carrying inventory.</p> <p>3.4 How to introduce the common inventory control management techniques to improve supply chain management of organisations.</p>	
4	Strategic Logistics Alliances	3	<p>4.1 Conceptual model for alliance development between companies in the industry and applying model in case study.</p> <p>4.2 Develop a trusting relationship</p> <p>4.3 Challenges faced by strategic alliance.</p> <p>4.4 3rd Party Logistics (3PL) and list out the services they provide.</p> <p>4.5 Identify and establish the advantages and disadvantages of 3PL outsourcing.</p> <p>4.6 Define 4th Party Logistics (4PL) / Lead Logistics Provider (LLP) and list out the services they provide.</p> <p>4.7 Benefits of 4PL concept.</p> <p>4.8 Identify and discuss the challenges and issues within 4PL environment.</p>	
5	Efficient Transportation & Customer Service Goals	3	<p>5.1 The importance of efficient transportation & distribution strategy to supply chain management of organisations.</p> <p>5.2 The general functionality, principles and participants in the efficient transport management.</p> <p>5.3 The importance of having an efficient transportation system to the overall supply chain</p>	

			5.4	management of organizations so as to compete effectively in the market place. Identify the guidelines on carrier pricing strategies.	
			5.5	Define and apply distribution strategies and trade-offs for companies.	
6	SCM Developments & Strategy	3	6.1	Current SCM developments and strategies which companies used to improved their competitiveness.	
			6.2	SCM as a network of value creating systems for companies.	
			6.3	Identify areas where competitive advantage could be built in the SCM of companies.	
			6.4	The benefits of inter-organisational supply chain collaboration.	
			6.5	The importance of time in creating high-performance supply chain.	
			6.6	How to introduce the process of supply chain re-engineering and how it could be applied to improve SCM for companies as part of a company's business strategy.	
7	SCM Quality Management	3	7.1	Define and explain Quality Management System (QMS).	
			7.2	Identify and discuss the requirements of QMS: <ul style="list-style-type: none"> • Documentation Requirements • Management Responsibility • Resource Allocation • Product Realisation • Improvement 	
			7.3	How to assess supplier capability.	
			7.4	How to carry out logistics audit and control.	
8	SCM Performance Measurement	3	8.1	Understand the Importance of SCM performance measurement and control in driving company business performance and practically use these key performance indicators to measure and improve the supply chain.	

	& Control and Strategic Logistics Plan		<p>8.2 Identify the various approaches of supply chain performance measurement systems.</p> <p>8.3 How to take first step toward developing, establishing, implementing and execution of supply chain scorecard to monitor their supply chain process performance and how to continuously improve their processes.</p> <p>8.4 Develop a strategic logistics plan to ensure long-term visibility of company in terms of cost reduction through innovative measurements, systems leverage and control mechanics.</p> <p>8.5 Apply key steps and issues in developing strategic planning process.</p>	
9	Information Technology (IT) for Supply Chain Management	3	<p>9.1 Understand the importance of IT on supply chain management and how IT can be a competitive enabler to assist company in responding to dynamic market changes.</p> <p>9.2 Appreciate the role of e-business in a supply chain.</p> <p>9.3 Identify the impacts and benefits of e-business of supply chain.</p> <p>9.4 Develop the strategy of e-business in supply chains.</p>	

Module: 1002 International Transport Management

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 22

No of Tutorial Hours: 8

No of Assignment Hours: 10

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Evolution of Supply Chain Concept	2		What does a supply chain manager do in the management of transportation and when faced with the various transportation modes?	
			1.1	Understand the role transportation plays in logistics and customer service.	
			1.2	Understand the interrelationship of transportation and the economy.	
			1.3	Able to explain the historical and economic significance of transportation in supply chains.	
2	Effects on International Transportation	3	2.1	Understand and able to discuss the impact of transportation on the supply chain environment.	
			2.2	Able to discuss the social and political aspects of transportation in supply chains.	
3	Developments in the Logistics and Supply Chain	3	3.1	Understand and able to explain what a global company is.	
			3.2	Explain Porter's dynamic diamond theory of global competitive advantage and use it to explain the nature of competition and how companies can exploit their competitive advantage.	
			3.3	Identify and explain the critical changes affecting global logistics.	
			3.4	Understand the major transportation systems available for global logistics and how one can use them to move freight efficiently and effectively.	
			3.5	Differentiate the global logistics intermediaries: freight forwarders, customs house brokers, non-vessel-operating common carriers and export management companies.	

			3.6	How to use warehousing and packaging requirements for global shipments.	
4	Ocean Ships & Shipping	2	4.1 4.2 4.3 4.4	Identify and explain the elements of transport logistics. Understand and explain the development of international seaborne trade. Understand and explain the structure and ownership of the world fleet. Understand and explain Trade and Freight markets.	
5	Chartering Bulk Ocean Carriers	3	5.1 5.2 5.3 5.4 5.5	Able to explain what charter is. Identify and explain the role of a shipbroker. Differentiate the types of chartering – voyage, time and demise or bareboat charters. Identify and compute the costs elements in chartering. Able to carry out voyage calculations.	
6	Ocean Liner Contract System	3	6.1 6.2 6.3 6.4	Understand and explain what liner service is and its value of service. Understand and explain liner conference systems and its advantages and constraints. What is the USA model – OSRA 1998? What is the OECD proposed model on competition policy for liner shipping?	
7	International Air Transportation	3	7.1 7.2 7.3	Differentiate air-express, airfreight and air mail services Understand and explain what the concept of overnight air express as established by express company is. Understand and explain the role of air freight forwarders in the air freight business in the context of supply chains.	

			7.4	Compute and discuss several types of air freight rates and factors affecting them and able to compute each rate.	
8	Shipper/Carrier Network Strategies	3	8.1 8.2 8.3 8.4	Discuss shipper transportation strategies. Understand and explain what the concept of traffic management is. Understand the various strategies of carriers in transportation. Understand and explain terminal as a basic transportation component.	
9	The Role of Logistics & Transportation in International SCM	3	9.1 9.2 9.3 9.4	The role of transportation in a logistics/supply chain. Able to discuss the strengths and weaknesses of different modes of transportation. Understand and explain the trade-offs that shippers must consider when designing their transportation network. Evaluate and use the various methodologies in routing and scheduling deliveries in transportation networks.	
10	Future Issues in International Logistics & Transportation Management	3	10.1 10.2 10.3 10.4 10.5	Understand and discuss the meaning of strategy and how it applies to logistics and supply chain management. Able to understand and explain the stages in the evolution of strategic planning and its applications to logistics and supply chain management. Discuss how logistics and supply chain strategies have benefited individual business firms. Understand and explain the relevance and importance of several types of logistics and supply chain strategies. Evaluate and explain a number of major trends that will impact the future of logistics and supply chain management.	
11	Information & Strategies	2	11.1	How to make use of information systems in transportation network and traffic management.	

			11.2	Define and discuss the various sources of information that effect the logistics cycle and transportation.	
			11.3	Evaluate the areas of information technology.	

Module: 1003 Global Purchasing

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 14

No of Tutorial Hours: 7

No of Assignment Hours: 5

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Global Procurement Risk	3	1.1 1.2 1.3 1.4 1.5	What does a supply manager do when managing procurement functions in supply chains? Identify and explain procurement risks. Identify and explain global risks on procurement function. Differentiate types of global risk on procurement. Discuss how global organizations organize risk management and critical areas of risk by supply chain managers in the area of procurement. Explain the critical success factor for management of risk in a global organisation.	
2	Global Purchasing Organisations - Structure	3	2.1 2.2 2.3	Explain the importance of global purchasing organization and its effects on the company. How to implement strategy into the global purchasing structure. Explain the importance and ramifications of global organization structure.	
3	Global Purchasing Operations	3	3.1 3.2 3.3	Explain key success factors in global purchasing operations and benchmarking practices Understand and apply the concept and process of global sourcing. Apply the concept of strategic processes for value creation – segmentation and outsourcing.	
4	Global Strategic	3	4.1	Identify sources of information on suppliers.	

	Supplier Management		4.2	Understand and explain the role of supplier intelligence in creating long term strategic alliance with suppliers.	
			4.3	Differentiate company process for informal and formal reporting on supplier intelligence.	
			4.4	Able to implement the processes for establishing supplier intelligence.	
5	Global Contracts & Alliances	3	5.1	Explain the strategic optimisation of suppliers for global competitive advantage.	
			5.2	Understand and implement strategic promotion of supplier innovation.	
			5.3	Understand and explain strategic global alliances to manage global suppliers.	
			5.4	Able to explain the process of developing, retaining and maintaining global suppliers.	
			5.5	Understand and explain what global contracts are. Able to identify and establish key points in global contracts.	
			5.6	Abel to monitor and enforce contract management.	
6	Global Information Management - Process	3	6.1	Understand and explain the critical role of computerization in procurement / purchasing activities	
			6.2	Understand and able to establish the requirement for data encapsulation in global organization and its benefits?	
			6.3	Able to define information requirement and to use this information effectively in procurement.	
			6.4	Able to establish the requirements in the Implementation of e-procurement.	
7	Global Information Management - Application	3	7.1	Understand the strategic adoption of processes for data optimization / usage in world-class purchasing organisations.	
			7.2	Understand the relevance of Electronic Data Interchange (EDI) in today's modern MNCs.	
			7.3	Able to use EDI to help in inventory control and introduce the concept of Vendor Managed	

				Inventory.	
			7.4	Able to use acquired knowledge to implement bar coding / RFID technology and how the technology relates to EDI and data gathering concepts.	
			7.5	Understand and explain the role and application of reverse auctions.	

Module: **1004 Financial Management**

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 14.5

No of Tutorial Hours: 6.5

No of Assignment Hours: 4

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Roles of Financial Management, Financial and Non-Financial Objectives	3		What does a supply chain manager do in terms of managing financial resources in supply chains?	
			1.1	Understand the nature, purpose and scope of financial management in an organisation.	
			1.2	Able to differentiate the relationship between financial management, management accounting and financial accounting.	
			1.3	Understand the nature and scope of financial objectives and non-financial objectives for companies in the context of or organizational objectives.	
			1.4	Identify and explain objectives (financial and otherwise) in not-for-profit organization and identify the extent to which they differ from private sector companies.	
			1.5	Identify and explain managerial objectives and other stakeholders and its implications in the financial objectives of an organization	
			1.6	Appreciate the economic environment of an organization to include government economy policy, fiscal and monetary policies, interest rate and exchange rate policies	
			1.7	Able to discuss the financial environment to include financial intermediaries, capital and money market	
			1.8	Able to differentiate the relationship between risk and return, portfolio diversification and the financial risks of business	

2	Financial Management Environment and Stakeholders Analysis	3	2.1	Understand and explain the types of business organisations.	
			2.2	Understand the differences of the financial and legal implications of different types of business organisations.	
			2.3	Understand the role of Directors	
3	Financial Statements	3	3.1	Able to identify the types of financial statements.	
			3.2	Able to classify and explain the constituents of accounts.	
			3.3	Analyse balance sheet, profit & loss statement and cashflow statement.	
4	Working Capital Management	3	4.1	Define components of working capital.	
			4.2	Able to compute working capital.	
			4.3	Understand and explain the importance of effective working capital management.	
			4.4	Understand the criticality of cash management and consequences of the lack of management.	
			4.5	Able to understand the role of inventories in the operating cycle.	
			4.6	Able to understand and explain creditors and debtors management.	
5	Business Financing & Financial Analysis	3	5.1	Identify, classify and analyse the different sources of funding.	
			5.2	Able to use of financial ratios and their practical usage in financial analysis.	
6	Financial Forecasting & Business Planning	1.5	6.1	Define and describe business planning, understand the purposes and elements of preparing business planning.	
			6.2	How to prepare the content of a business plan to include business description, products and services, marketing plan and operational plan, and financial management planning of the Company.	

			<p>6.3 Understand the different types of budget, elements of budget and the cost structure of business, type of costs for financial forecasting.</p> <p>6.4 Prepare budget for companies.</p> <p>6.5 The usefulness of cash budget in cash management and financial crisis management.</p> <p>6.6 Use scenario planning in financial management.</p> <p>6.7 How to use sensitivity analysis as method of curbing liquidity risks.</p>	
7	Investment Appraisal	1.5	<p>7.1 Differentiate between capital and revenue expenditure, the impact of capital budget on financial of the Company; factors to consider with capital project.</p> <p>7.2 Define and calculate payback period, assess its usefulness as a measure of investment worth and criticism as investment appraisal techniques.</p> <p>7.3 Define and calculate return on capital employed (ROCE) and assess its usefulness as a measure of investment worth and criticism as investment appraisal techniques.</p> <p>7.4 Able to understand the importance of the time value of money; identify and evaluate relevant cost / cash flows of potential investments for investment appraisal.</p> <p>7.5 Define and calculate present value of future cash flow to derive the net present value (NPV) and internal rate of return (IRR) of investment worth.</p> <p>7.6 Use DCF methods for investment appraisal compared to IRR and NPV methods.</p> <p>7.7 Able to explain the role of the cost of capital in appraising investments and compute appropriate cost of capital for investment appraisal.</p>	
8	Corporate Finance	1.5	<p>8.1 List and explain the activities of corporate finance and corporate reorganization or restructuring.</p> <p>8.2 Understand and explain the purpose of valuation of Company and various valuations methods to be used in corporate finance.</p>	

			8.3	Understand and explain the purpose, types, the conduct of merger and acquisition and payment for the satisfaction of acquisition.	
			8.4	Able to use the various methods of reorganization scheme available for a company under different circumstances.	
9	International Financial Management	1.5	9.1	Explain what international trade is and the risks associated with international trade, financing for international trade and international banking.	
			9.2	Understanding and computing the exchange rate, interest rate parity and purchasing power parity that affect exchange rate in long run. Discuss the exchange rate system that could be adopted by countries.	
			9.3	Explain the currency risk / exposure and various hedging methods and demonstrate how these hedging works.	

Module: 1005 Contract Management

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 17.5

No of Tutorial Hours: 12.5

No of Assignment Hours: 4

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Contract Management	3	1.1	How to monitor and manage a contract properly in order to anticipate and avoid problems or resolve them before they become serious.	
			1.2	Identify the main issues in managing a contract and develop the appropriate approach to address these issues.	
2	Team Formation	3	2.1	Identify the parties to be included in the Contract Management Team.	
			2.2	Work out the responsibility of the contract management team and its members.	
			2.3	Identify and establish the skills and special competences each member can bring into the team to strengthen its ability to manage the contract.	
3	Contract Management Plan	3	3.1	How to form a contract management plan, outline policies and procedures.	
			3.2	How to establish a project implementation schedule.	
			3.3	How to establish and develop a budget.	
			3.4	Work out contract quality parameters and priorities.	
4	Contract & Supply Information	3	4.1	Identify and establish the details that should go into the contract management plan and explain why they are there.	
			4.2	Demonstrate and explain how some of these details may be presented in simple chart forms.	
5	Management	3	5.1	Differentiate the main risks in implementing the contract	

	of Risk			<ul style="list-style-type: none"> • Expected Risks • Scheduled Risks • Costs Risks • Quality Risks • Commercial Risks 	
			5.2	How to establish a contract risk register.	
6	Measuring Performance	3	6.1	Identify parameters for measurement of performance : <ul style="list-style-type: none"> • Progress against time schedules • Progress against costs budget • Progress against quality requirements • Progress against suitability for use 	
			6.2	How to prepare a contract review meeting and report.	
7	Administration	3	7.1	Identify and work out the distinct stages of contract administration: <ul style="list-style-type: none"> • Post award administration • Ongoing administration • Attending to and controlling/approving/rejecting variations • Receiving invoices, checking and approving value progress/final payments • Post contract completion administration • Contract closeout review 	
			7.2	Evaluate administration activities, issues as to variations and changes in the contract, receiving and checking of the invoices for payment, approvals and payment and post-contract administration.	
8	Relationship, Disputes and Termination of Contract	3	8.1	How to manage a continuous relationship with suppliers.	
			8.2	Work out steps how to handle claims.	
			8.3	How to resolve disputes.	
9	General Matters in	3	9.1	How to review a basic contract law.	

	Contract Management		9.2	The benefits and risks of global/international sourcing and contracts.	
10	Pre-Qualifications of Vendors and Suppliers and General Matters	3	10.1 10.2	The importance of pre-qualifying suppliers. How to pre-qualify the suppliers	

Module: 1006 Production & Operations Management

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 21

No of Tutorial Hours: 9

No of Assignment Hours: 4

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Production & Operation Management	3	1.1 1.2 1.3 1.4	What does a supply manager do in managing production in supply chains? Understand and explain Operations Management concept. Able to evaluate the importance of Operations Management in organizations. Explain the role of Operations Managers. Understand the changing role of Operations Management in supply chains.	
2	Operations Strategy	3	2.1 2.2	Identify and work out factors affecting POM today. Define Kaizen and establish its continuous improvement concept on supply chains.	
3	Forecasting in POM	3	3.1 3.2	Understand and explain the concepts associated with efficiently turning inputs into outputs eg. The Just in Case Concept (JIC), The Just in Time Concept (JIT), Volume versus Variety (Mix) To define forecasting and types and tools of forecasts and using these to forecast customers' demands in supply chains.	
4	Design & Development of Products & Processes	3	4.1 4.2	Define the product life cycle (PLC); describe differences in technology-driven, market research-driven and customer-driven new product ideas. Utilise PLC in managing POM in supply chains. Identify and work out the characteristics of projects, job shops, batch processes, assembly lines and continuous flow processes.	

5	Production Technology, Long-Term Capacity Planning & Facility Planning	3	5.1 5.2 5.3 5.4	What is capacity planning? How to measure capacity planning. Work out the major steps in capacity planning process. Establish linkages between capacity planning and facility layout.	
6	Aggregate Planning, Master Production Scheduling, MRP	3	6.1 6.2 6.3	The concept of aggregation. Establish the major inputs to production-planning process and the major costs involved. How to use MRP logic to work out the dependent demand relationships to drive component order release dates and due dates, discuss implementation of an MRP system, including data requirement and planning.	
7	Inventory Management, Shop-floor Planning & Manufacturing Control	3	7.1 7.2 7.3 7.4 7.5	The basic principles of inventory management. Establish relationship between cost and inventory and major reasons for holding inventory. Demonstrate and explain what 'ABC' classification is and work out EOQ model. Identify and work out key activities in shop-floor control in continuous, repetitive and job shop operations. How to use Gantt charts and construct charts to illustrate sequencing of jobs and KPI.	
8	JIT Manufacturing and Supply Chain Management	3	8.1 8.2 8.3	Define JIT, productivity and understand its requirements and critical elements. Explain why Just-In-Time manufacturing is important and how it relates to Supply Chain Management Using the JIT model and work out the process flow design and its close proximity with total quality control.	
9	Productivity,	3	9.1	How to define productivity.	

	Work Methods and Measurement		<p>9.2 Understand and explain why productivity is important.</p> <p>9.3 Identify and work out critical issues in productivity improvement</p> <p>9.4 Explain organizational behaviour.</p> <p>9.5 Discuss management of people and organization as well as management functions.</p> <p>9.6 Explain motivation and how to use it to motivate employees.</p> <p>9.7 Define performance measurement and its purposes and how to set measurable goals.</p> <p>9.8 Define method study, productivity and work measurements.</p> <p>9.9 Discuss communications in the organizations and work measurement in relation to productivity.</p> <p>9.10 How to apply Learning Curve.</p> <p>9.11 Identify and work out strategic determinants of service productivity.</p>	
10	Quality Management and Quality Control	1.5	<p>10.1 How to define quality and its implications on customers' needs</p> <p>10.2 Explain customer based and manufacturing based quality.</p> <p>10.3 Define quality management concepts and control as well as tools and techniques.</p> <p>10.4 The importance of quality assurance and standards.</p> <p>10.5 The Total Quality Management Program.</p> <p>10.6 The concept of customer value.</p> <p>10.7 The importance of leadership in quality management program.</p> <p>10.8 Work out the methodologies of quality improvement tools and their applications.</p>	

11	Project Management, Maintenance Management and Reliability Management	1.5	11.1 11.2 11.3 11.4 11.5 11.6 11.7	Establish the link between project management with operations management. How to apply the PDCA process. Define and work out the role of a Project Manager. Critical Path Analysis – CPA and its application. Program Evaluation and Review Technique (PERT and its application. Mean Time Between Failures (MTBF) and its application. How to measure system reliability.	

Module: 1007 Global Marketing Management

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 15

No of Tutorial Hours: 6

No of Assignment Hours: 4

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Development of Global Marketing	3		What does a supply chain manager do in terms of understanding market segmentation and customers in the global context? 1.1 Marketing, principles of marketing and marketing management. 1.2 Discuss how to implement the marketing mixes of Product, Place, Promotion and Price. 1.3 Global marketing. 1.4 What is the role of global marketing and its impact of supply chains and vice versa?	
2	Environmental Analysis	6	2.1	Define work out the different types of research method in gathering information about the marketing scene: <ul style="list-style-type: none">• Market research process• Secondary research• Primary	
			2.2	How to conduct an analysis of the macro-environment: <ul style="list-style-type: none">• Political environment• Economics environment• Social environment• Technological environment	
3	Internal Analysis	3	3.1	Identify and work out the different trade barriers in restricting access to opportunities in foreign markets: <ul style="list-style-type: none">• Tariffs	

				<ul style="list-style-type: none"> • Subsidies • Import quotas • Local content requirements • Standards and regulations 	
			3.2	How to conduct analysis of industry for opportunities using Porter's 5 forces model.	
			3.3	Identify and establish the different modes of entry in foreign markets.	
4	Strategies	3	4.1	How to develop a strategic marketing plan.	
			4.2	Differentiate the different types of marketing strategies at different management levels.	
			4.3	How to use models such as BCG, SWOT and Ansoff models in global marketing management.	
5	Segmenting, Targeting & Positioning	3	5.1	How to define a market.	
			5.2	Differentiate between individual and organisational behaviour.	
			5.3	How to segment and target markets.	
			5.4	How to position products / services in target markets.	
6	Securing a Global Positioning	3	6.1	Identify and work out the characteristics of service marketing.	
			6.2	How to implement the marketing mixes of product, price, place and promotion.	
			6.3	Establish the product life cycle and product planning cycle.	
			6.4	Differentiate between global and localised branding.	
			6.5	Differentiate between product and service.	
			6.6	Differentiate the various pricing techniques especially market entry pricing strategies.	
			6.7	Work out the factors which determine and affect price.	

			6.8	How to distribute products and services.	
			6.9	Establish the different stages of buyer readiness that decide the types of promotional tools such as advertising, personal selling, sales promotion, direct marketing and public relations.	

Module: **Project Assignment**

Date: 9 May 2007

Developed by: Thomas SIM

No of Contact Hours: 5

No of Tutorial Hours: -

No of Assignment Hours: 60

SNo	Topic	No of Hours	Sub-SNo	Contents	Remarks
1	Project Assignment	60		<p>The main purpose of the Project Report is to provide the student with experience in both conceptual and technical writing. This skill will pay dividends after graduation because the ability to gather information, to analyze it and present it in an interesting, informative, and persuasive style, is an essential skill for professionals in a variety of disciplines including logistics and supply chain management.</p> <p>1.1 Ability to research a supply chain subject. Participants are required to demonstrate the ability to write a concise and precise abstract on the topic.</p> <p>1.2 Ability to work in group and appreciate and manage group dynamics. Participants are to work in a group to tap upon each other's experience and area of expertise.</p> <p>1.3 Ability to present their research confidently. Participants are required to present their project to a panel of at least two lecturers including the tutor. Presenters are expected to demonstrate that they have fully grasp the subject and articulate their understanding of concepts and research findings.</p>	