

MASTER OF BUSINESS ADMINISTRATION

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

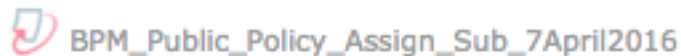
ASSIGNMENT

Please refer to the **Academic Calendar** for the assignment submission dates.

TECHNICAL REQUIREMENTS AND ASSIGNMENT INSTRUCTIONS

- Ensure that your **first name, surname, student number, the course code number and total number of pages** appear on the front cover of your assignment.
- Assignments **must be submitted online via the Turnitin link** on your course subject page. Assignments may not be submitted via e-mail.

Here is an example of the assignment submission link:



- You will find instructions on how to upload assignments in the Turnitin guide to submitting papers here: <https://portal.regenesys.net/course/view.php?id=43>
- Answer this assignment according to the guidelines in the Assignment Submission Guide, which you can download here:
https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Ensure that you have a thorough understanding of the frequently used terms in assessments. For an explanation of assessment terminology, go to:
https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf
- Start this assignment as soon as possible. It will help you focus on important parts of the subject content early in your studies.

Assignment format

Programme assignment submission guidelines	Assignment length – maximum words	Minimum references required in bibliography	Maximum similarity index permitted
Master's	5,000-6,000	15	15%
Postgraduate diploma	4,500-5,500	10	15%
Third year	3,500-4,500	7	20%
Second year	3,000-4,000	5	20%
First year and higher certificate	2,500-3,500	3	20%

- Use Arial 11pt, 1.15 spacing.
- Write your responses in **ESSAY AND PARAGRAPH FORMAT**. Avoid bullet-type responses.
- Appendices may be a maximum of three pages each, with the information in them relevant to the assignment and summarised. Provide relevant links referenced in your appendices so that your assessor can evaluate them.
- Respect the introduction, body, and conclusion format for answering questions – these count for marks.

MARK ALLOCATION GUIDELINES					
Introduction and conclusion	Up to 5% for clear statement of purpose, clear outline of aspects covered in assignment, summarising key issues in the assignment; relevance of summary to assignment				
Referencing	No in-text referencing or reference list = 0%	Minimal referencing evident = 1%-4%	Referencing evident but inconsistent, incomplete, and fewer than required = 5%	Depending on application of referencing techniques in text, in reference list, and variety and number of references consulted – substantially exceeding the minimum number required = 6%-9%	Perfect in-text referencing, reference list, variety and number of references consulted and substantially exceeding the minimum number of references required = 10%
Body	The marks awarded for the questions you answer or tasks you perform will be calculated out of 100. These will be recalculated to count for 85% of the total assignment mark.				
More details on mark allocation can be found in the assignment submission guidelines at https://portal.regenesys.net/course/view.php?id=43					

Referencing

- Plagiarism is a serious offence. Do not copy directly from any text unless absolutely necessary. Enclose quotes in inverted commas to indicate that they are not your words, and include an in-text reference with each quote. Paraphrase all the reference comments that you use and include appropriate reference and page numbers.
- Use the in-text referencing method prescribed by Regenesys under guidelines and policies on the student portal. Consult the referencing mark allocation guide for the minimum number of references needed for this assignment.
- Full referencing of all sources, including page numbers in in-text referencing, is essential. For example: (Gitman, 2010:15) in text, and then in your reference list:
Gitman, L.J. 2010, *Principles of Managerial Finance*, Cape Town: Pearson Education.
- Extensive and credible academic references are required to demonstrate that you have researched the topics fully and so that you can substantiate your arguments critically.

NOTE: You are expected to substantiate your answers with evidence from independent research.

You may work on this assignment in a group **BUT** you must write the assignment individually, and in your own words. If **NOT**, you will be told you have copied, and you will have to do a brand new assignment. The mark will be capped at 60%, and you will have to pay a resubmission fee.

INTRODUCTION TO THE ASSIGNMENT

- This assignment consists of **FIVE** compulsory questions. Please answer all of them.
- When you answer, preferably use information from your own workplace or, alternatively, from a workplace with which you are familiar. This is referred to as “your workplace” in the questions that follow.
- When you make statements or recommendations concerning “your workplace”, be sure to use actual practical examples from your company in support thereof.
- Good luck!

ASSIGNMENT QUESTIONS

QUESTION 1

[20 MARKS]

- a. Within the context of the supply of goods or services, what are “operations”? (5)
- b. Define the inputs, transformation processes, and outputs of your own workplace. (7)
- c. Draw a 3-level diagram of the network, operations, and process levels within your own workplace. Use only one example at both the operations and process levels. (8)

SCORING CRITERIA				
TOPIC(S)	POOR 0 – 24%	DEVELOPING 25-50%	PROFICIENT 51-74%	MASTERLY 75-100%
a) Define “operations”	Little or no attempt made to critically discuss (a) a definition of “operations”;	Basic attempt made to critically discuss (a) a definition of “operations”;	Satisfactory attempt made to critically discuss (a) a definition of “operations”;	Outstanding attempt made to critically discuss (a) a definition of “operations”;
b) Describe the inputs, transformation processes, and outputs of your own workplace	(b) describe the inputs, transformation processes, and outputs of your own workplace; and or (c) draw a 3-level diagram of the network, operations, and process levels within your own workplace.	(b) describe the inputs, transformation processes, and outputs of your own workplace; and or (c) draw a 3-level diagram of the network, operations, and process levels within your own workplace.	(b) describe the inputs, transformation processes, and outputs of your own workplace; and or (c) draw a 3-level diagram of the network, operations, and process levels within your own workplace.	(b) describe the inputs, transformation processes, and outputs of your own workplace; and or (c) draw a 3-level diagram of the network, operations, and process levels within your own workplace.
c) Draw a 3-level diagram of the network, operations, and process levels within your own workplace				

QUESTION 2

[20 MARKS]

- a. Critically summarise the important principles in the theory of designing supply chains. (5)
- b. Critically describe one of the key chains of supply around one of the important products of your own workplace. (7)
- c. Critically analyse which parts of the supply chain you described in “b” above should ideally be local or global, with reasons why. (8)

SCORING CRITERIA				
TOPIC(S)	POOR 0 – 24%	DEVELOPING 25-50%	PROFICIENT 51-74%	MASTERLY 75-100%
a) Enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of SCM	Little or no attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and	Basic attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of	Satisfactory attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and	Outstanding attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and
b) How either CRM or ISCM or SRM can benefit your own workplace	downstream aspects of SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.	SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.	downstream aspects of SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.	downstream aspects of SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.

QUESTION 3

[20 MARKS]

- a) Critically discuss the purpose, and the characteristics, of demand forecasting in the context of supply chain management. (8)
- b) Identify a key requirement in the supply chain of your own workplace and, using any technique of your choice, forecast your demand for that requirement for 6 months, 12 months, and 24 months into the future. Show your basic workings and calculations. (12)

SCORING CRITERIA				
TOPIC(S)	POOR 0 –24%	DEVELOPING 25-50%	PROFICIENT 51-74%	MASTERLY 75-100%
a) Purpose and characteristics of demand forecasting	Little or no attempt made to critically discuss and or calculate (a) the purpose and characteristics of demand forecasting;	Basic attempt made to critically discuss and or calculate (a) the purpose and characteristics of demand forecasting;	Satisfactory attempt made to critically discuss and or calculate (a) the purpose and characteristics of demand forecasting;	Outstanding attempt made to critically discuss and or calculate (a) the purpose and characteristics of demand forecasting;
b) Demand forecasts for one of your own key requirements for 6, 12 and 24 months	and or (b) demand forecasts for one of your own key requirements for 6, 12 and 24 months.	and or (b) demand forecasts for one of your own key requirements for 6, 12 and 24 months.	and or (b) demand forecasts for one of your own key requirements for 6, 12 and 24 months.	and or (b) demand forecasts for one of your own key requirements for 6, 12 and 24 months.

QUESTION 4**[20 MARKS]**

- a) Critically discuss the pros and cons of global sourcing in the supply chain, including from the perspectives of risk, price, ethics and sustainability. (8)
- b) Identify a key product (whether goods or services) offered by your own workplace, and critically assess the impact of Russia's invasion of Ukraine on your own supply chain related to this product. (12)

SCORING CRITERIA				
TOPIC(S)	POOR 0 –24%	DEVELOPING 25-50%	PROFICIENT 51-74%	MASTERLY 75-100%
a) The pros and cons of global sourcing in the supply chain	Little or no attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.	Basic attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.	Satisfactory attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.	Outstanding attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.
b) The impact of Russia's invasion of Ukraine on your own supply chain	Little or no attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.	Basic attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.	Satisfactory attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.	Outstanding attempt made to critically discuss (a) the pros and cons of global sourcing in the supply chain; and or (b) the impact of Russia's invasion of Ukraine on your own supply chain.

QUESTION 5

[20 MARKS]

- a) Critically discuss how enterprise resource planning (ERP) systems have the potential to significantly improve upstream, internal, and downstream aspects of almost any company’s supply chain management. (10)
- b) Focusing on only one of the following – customer relationship management (CRM), internal supply chain management (ISCM), or supplier relationship management (SRM) – critically analyse how your own workplace could benefit by implementing your chosen system (or implementing it more fully) in your own workplace. (10)

SCORING CRITERIA				
TOPIC(S)	POOR 0 – 24%	DEVELOPING 25-50%	PROFICIENT 51-74%	MASTERLY 75-100%
a) Enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of SCM	Little or no attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of	Basic attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of	Satisfactory attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of	Outstanding attempt made to critically discuss (a) enterprise resource planning (ERP) systems improving upstream, internal, and downstream aspects of
b) How either CRM or ISCM or SRM can benefit your own workplace	SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.	SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.	SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.	SCM; and or (b) how either CRM or ISCM or SRM can benefit your own workplace.

TOTAL MARKS: 100