

AGRI90077 Value Chain Analysis

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 1, Parkville - Taught online/distance.
Time Commitment:	Contact Hours: 24 hours. 1 x 2 hour tutorial per week for on campus students Total Time Commitment: 144 hours. It is recommended that students devote 14 hours per week of study to this subject.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
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Subject Overview:	<p>Food, beverage and fibre value chains may be analysed in terms of firm and whole-of-chain performance.</p> <p>The subject reconciles supply and value chain concepts and introduces a range of techniques applicable to value chain mapping and analysis as well as measurement of performance and related drivers. The subject improves capacity to make strategic decisions and assess options surrounding areas, such as, logistics, inventory management, location, distribution networks, channel relationships and governance.</p> <p>The importance of sustainability in a value chain is emphasised with the need to account for chain externalities as well as chain goods.</p>
Learning Outcomes:	<p>On completion of the subject, the student will be able to:</p> <ul style="list-style-type: none"> - Demonstrate an understanding of the main concepts of value chain analysis and apply relevant tools for mapping and analysis of value chains - Differentiate supply chain and value chain concepts - Demonstrate the relationship between supply chain decisions and strategic fit to overall firm success - Identify and explain the drivers of supply chain performance including their measurement - Understand the role of logistics decisions in a value chain and frameworks for making such decisions - Understand the role of forecasting and apply relevant forecasting methods

	<ul style="list-style-type: none"> - Demonstrate why relationships and governance are important in effectively operating value chains - Understand the whole-of-chain concept inclusive of chain goods and chain externalities as underpinning long term sustainable value chain development
Assessment:	Essay (1000 words), due in week 3, 20% Essay (1000 words), due in week 6, 20% Major case project (Group Assignment 3000 words), due in week 8, 40% Group Discussion Participation (online discussion), due throughout the semester, 20% Group discussion participation (online discussion) is an integral component of this subject - a minimum grade of 50% is required in this component
Prescribed Texts:	Chopra, S. and P. Meindl (2013) Supply Chain Management: Strategy, Planning and Operation (5th ed.). Pearson Global Edition, New Jersey
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> - an ability to apply analytical methods, models and tools to organisational and industry-related problems and case studies in the agribusiness value chain - an ability to analyse quantitative and qualitative data with appropriate discipline-based techniques - an ability to synthesise background and contextual information leading on to problem definition for analysis - the ability to articulate investigative findings using face-to-face and digital media - the ability to analyse and discuss within different forum contexts, the application of theory and core concepts to considered analysis, problem solving and decision making - the ability to present discussion, analysis and findings using appropriate written communication style - to apply their heightened understanding of agribusiness issues, problems and challenges to more effective enterprise decision-making and industry resilience and capacity building - to participate effectively as a member of a team on a small time-bound project
Related Course(s):	Graduate Diploma in Food Science Master of Agribusiness Master of Food Science Postgraduate Diploma in Food Science
Related Majors/Minors/Specialisations:	100 Point (A) Master of Agricultural Sciences 100 Point (B) Master of Agricultural Sciences 150 Point Master of Agricultural Sciences 200 Point Master of Agricultural Sciences