

## Unit of Study Guide: BUS5102: Supplier and Consumer Behaviour

Trimester 2, 2023

### Overview

Customer centricity is critical in sustaining and nurturing any 21st Century enterprise. This unit focuses on the interrelationship between supplier and consumer behaviour and on the application of these drivers to overall organisational performance and sustainability. *BUS5102 Supplier and Consumer Behaviour* considers the key elements that contribute to an organisation's success. By taking the view that any enterprise is dependent upon, and therefore must be supportive of its entire ecosystem, Supplier and Consumer Behaviour focuses on a contemporary understanding of end-to-end configuration of the enterprise for optimum customer satisfaction in a complex and adapting marketplace. Building on theories of complex adaptive systems, theory of constraints, data driven continuous improvement, and consumer and seller psychology, this unit explores the complex and inter-relational nature of contemporary enterprises. On completion of this unit students will be able to explain and apply the principles of supplier and consumer behaviour in complex organisational ecosystems.

|                               |   |
|-------------------------------|---|
| <b>Course(s)</b>              | Graduate Diploma of Project Management (GradDipPM)<br>Master of Project Management and Business (MPMB)  |
| <b>Core or Elective</b>       | Graduate Certificate in Business Management Graduate Diploma of Business Management Master of Business Administration                                   |
| <b>Credit Points</b>          | 8 credit points   |
| <b>Duration</b>               | 12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)   |
| <b>Level</b>                  | Postgraduate- Advanced  |
| <b>Student Workload</b>       | Students should expect to spend approximately 13 hours per week over 12 weeks (totalling approximately 150 hours) on learning activities for this unit. |
| <b>Essential Requirements</b> | N/A   |
| <b>Mode(s) of Delivery</b>    | Face to face  |
| <b>Pre-Requisites</b>         | BUS5001 Ethical, Legal and Industrial Frameworks  |
| <b>Unit Coordinator</b>       | Dr Azadeh R.Tabesh  |
| <b>Contact Information</b>    | <a href="mailto:atbesh@apicollege.edu.au">atbesh@apicollege.edu.au</a><br>Consultation: Friday 12pm -1pm  |

### Unit Learning Outcomes

On successful completion of this units, students will be able to:

- ULO1** Apply the interconnectedness of supplier and consumer behaviour to real world situations.
- ULO2** Evaluate robustness of organisational systems and system connection points.

**ULO3** Analyse the competing needs of consumers and suppliers to make informed marketing decisions.

**ULO4** Propose strategies to embrace market opportunities in a variety of settings.

## Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

| Week    | Topic   |
|---------|---|
| Week 1  | Introduction and Scope of Work  |
| Week 2  | Sponsor Briefing and Organisational Systems Thinking                      |
| Week 3  | Customer Relationship Management  |
| Week 4  | Consumer Behaviour  |
| Week 5  | Consumer Engagement and Conversion  |
| Week 6  | Sponsor Organisation Visit  |
| Week 7  | Principles of Supply  |
| Week 8  | Designing Supply Systems for the Consumer                                 |
| Week 9  | Value Chain Analysis  |
| Week 10 | Auditing and Mapping the Supply Chain System and Bringing it All Together |
| Week 11 | STUDY WEEK  |
| Week 12 | ASSESSMENT/EXAMINATION WEEK FOR SPECIFIED UNITS                           |

## Assessments






- All assessments are compulsory.
- To pass the unit students must:
  - achieve a total of 50% or more of marks offered; and
  - pass all individual invigilated assessments; and
  - have attempted all assessments.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

- The Board of Examiners may grant a supplementary assessment where a student:
  - achieves a total of 45% or more; and
  - has passed all individual invigilated assessments in the unit; and
  - has attempted all assessments; and
  - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).
5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

| Assessment Task  | Type  | Weight | Length  | Due        | ULO's Assessed               |
|--|---|--------|---|------------|------------------------------|
| <p><b>Assessment 1: Operations Scenario Simulation (Beer game)</b><br/>(collaboration)</p> <p>Assessment 1 is an exercise that demonstrates supply chain and consumer dynamics. This assessment in the form of a beer game developed by Massachusetts Institute of Technology (MIT) simulates the flow of material and information in the production and distribution of beer.</p> | <p>Individual</p> <br><br><br><p>Invigilated</p>  | 30%    | 3000 words  | Week 3-9   | ULO1<br>ULO2<br>ULO3<br>ULO4 |
| <p><b>Assessment 2: Consumer Study (Report)</b><br/>(collaborative)</p> <p>Students work together to receive and consider a briefing from a sponsor organisation. Students then individually construct and deliver a supply and consumer map of the sponsor organisation.</p>  | <p>Group</p>   | 40%    | 4000 words  | Week 10    | ULO1<br>ULO2<br>ULO3<br>ULO4 |
| <p><b>Assessment 4: Presentation (Individual)</b></p> <p>Simulation summary reporting of incidents, issues, and solutions in Assessment 1 Operations Scenario Simulation (Beer Game).</p>  | <p>Individual</p> <br><br><p>Invigilated</p>  | 30%    | 20 min verbal presentation<br>2000 words equivalent | Week 11-12 | ULO1<br>ULO2<br>ULO3<br>ULO4 |

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

## Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

### Prescribed text(s):

There is no prescribed textbook. Students are expected to read chapters and papers available through the online learning site and the unit's Reserve via APIC Library.

### Recommended Readings:

- Deller, D, Giulietti, M, Loomes, G, Waddams Price, C, Moniche Bermejo, A & Jeon, J 2017, 'Switching energy suppliers: It's not all about the money', <http://dx.doi.org/10.2139/ssrn.3024534> <<https://ssrn.com/abstract=3024534>>
- Grimmer, L 2017, 'The diminished stakeholder: Examining the relationship between suppliers and supermarkets in the Australian grocery industry', *Journal of Consumer Behaviour*, vol. 17, no. 1, pp. e13-e20, doi:10.1002/cb.1674.
- Hanimann, R, Vinterbäck, J & Mark-Herbert, C 2015, 'Consumer behavior in renewable electricity: Can branding in accordance with identity signaling increase demand for renewable electricity and strengthen supplier brands?', *Energy Policy*, vol. 78, pp. 11–21, <https://doi.org/10.1016/j.enpol.2014.12.010>.
- Harris, F, Roby, H, & Dibb, S 2016, 'Sustainable clothing: challenges, barriers and interventions for encouraging more sustainable consumer behaviour', *International Journal of Consumer Studies*, vol. 40, no. 3, pp. 309–318.
- Henninger, C, Bürklin, N & Niinimäki, K 2019, 'The clothes swapping phenomenon – when consumers become suppliers', *Journal of Fashion Marketing and Management*, vol. 23, no. 3, pp. 327-344, <https://doi.org/10.1108/JFMM-04-2018-0057>.
- Howieson, J, Lawley, M & Hastings, K 2016, 'Value chain analysis: An iterative and relational approach for agri-food chains', *Supply Chain Management*, vol. 21 no. 3, pp. 352-362, <https://doi.org/10.1108/SCM-06-2015-0220>.
- Jaligot, R, Wilson, DC, Cheeseman, CR, Shaker, B & Stretz, J 2016, 'Applying value chain analysis to informal sector recycling: A case study of the Zabaleen', *Resources, Conservation and Recycling*, vol.114, pp. 80–91, <https://doi.org/10.1016/j.resconrec.2016.07.006>.
- Porras, I, Mohammed, EY, Ali, L, Ali, S & Hossain, B 2017, 'Power, profits and payments for ecosystem services in Hilsa fisheries in Bangladesh: A value chain analysis', *Marine Policy*, vol. 84, pp. 60–68, <https://doi.org/10.1016/j.marpol.2017.06.031>.
- Reisch, L. & Zhao, M 2017, 'Behavioural economics, consumer behaviour and consumer policy: State of the art,' *Behavioural Public Policy*, vol. 1, no. 2, pp. 190–206, doi: 10.1017/bpp.2017.1.
- White, DJ, Hubacek, K, Feng, K, Sun, L & Meng, B 2018, 'The Water-Energy-Food Nexus in East Asia: A tele-connected value chain analysis using inter-regional input-output analysis', *Applied Energy*, vol. 210, pp. 550–567, <https://doi.org/10.1016/j.apenergy.2017.05.159>.
- Sangroya, D & Nayak, JK 2017, 'Factors influencing buying behaviour of green energy consumers', *Journal of Cleaner Production*, vol. 151, pp. 393–405, <https://doi.org/10.1016/j.jclepro.2017.03.010>.
- Saorín-Iborra, MC & Cubillo, G 2019, 'Supplier behavior and its impact on customer satisfaction: A new characterization of negotiation behavior', *Journal of Purchasing and Supply Management*, vol. 25, no. 1, pp. 53–68, <https://doi.org/10.1016/j.pursup.2018.03.002>.
- Tosun, J 2018, 'The behaviour of suppliers and consumers in mandated markets: The introduction of the ethanol–petrol blend E10 in Germany', *Journal of Environmental Policy & Planning*, vol. 20, no. 1, pp. 1–15, doi: 10.1080/1523908X.2017.1299624.

**Other Recommended Resources:**

*Supply Chain Management – An International Journal*

*Journal of business Logistics*

*International journal of physical distribution & logistics management*

*Journal of Marketing*

*Harvard Business Review*

*Journal of Marketing*

*Journal of Services Marketing*

*Journal of Retailing*

*Journal of Marketing Management*

*Sloan Management Review*

*California Management Review*

**Academic Integrity**

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC’s [Academic Integrity Policy](#) for further details.

**Additional Important Information and Links**

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| <p><b>Special consideration</b></p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the <a href="#">Assessment Policy</a> for further details.</p> | <p><b>Late submission</b></p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the <a href="#">Assessment Policy</a> for information about late submission.</p> |
| <p><b>Assessment appeals</b></p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the <a href="#">Assessment Policy</a> for further details.</p>   | <p><b>Award of grades</b></p> <p>APIC awards common result grades, set out in the <a href="#">Award of Grade Policy</a>.</p>  |

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| <p><b>Expectations of student conduct</b></p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the <a href="#">Student Code of Conduct</a>.</p>   | <p><b>Study resources</b></p> <p>APIC Library and Student Learning Support resources and services can be accessed via the <a href="#">Student Lounge</a> or your <a href="#">Dashboard on the OLS (Canvas)</a>.</p>    |
| <p><b>Student Services</b></p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the <a href="#">Student Services page on the OLS (Canvas)</a>.</p> | <p><b>Key dates</b></p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the <a href="#">Academic Calendar</a> section of the APIC website.</p> |

## Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 26 May 2023.