



Module Definition Form (MDF)

Module code: MOD009695	Version: 1 Date Amended: 01/Mar/2024
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1. Module Title
SandOP Demand Management and Forecasting

2a. Module Leader
Brendon Shaw

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The S&OP Demand Management and Forecasting module has been thoughtfully crafted to provide participants with a comprehensive set of knowledge and skills essential for managing demand and creating precise forecasts within the framework of Sales and Operations Planning (S&OP). This dynamic and engaging module encompasses various crucial aspects that enable participants to become proficient in demand management and forecasting, both of which are vital for achieving operational excellence and customer satisfaction within an organization.

Understanding Demand Management: In this module, participants will delve into the fundamental principles of demand management, gaining a profound understanding of the entire demand planning process. From demand data collection and analysis to developing demand segmentation strategies, participants will be equipped with the tools needed to assess and influence customer demand effectively.

Navigating Market Dynamics: Participants will gain valuable insights into interpreting market trends and customer behaviour, enabling them to adjust demand planning strategies accordingly. By staying attuned to market dynamics, organizations can proactively respond to changes, capitalize on emerging opportunities, and mitigate potential risks.

Integrating with S&OP Processes: The module highlights the significance of integrating demand management and forecasting within the broader S&OP framework. Participants will explore the synergies between demand planning and supply chain management, driving cross-functional collaboration and fostering a unified approach to business planning.

Data-Driven Decision Making: Participants will be equipped with the tools and techniques needed to analyse historical data, interpret demand patterns, and develop data-driven strategies. By making informed decisions based on robust data analysis, organizations can achieve improved accuracy in forecasting and demand planning.

6b. Outline Content

- Introduction to S&OP Demand Management
 - Understanding the S&OP process and its components.
 - The role of demand management in S&OP.
 - Key challenges and benefits of effective demand management.

- Fundamentals of Demand Planning
 - Demand forecasting vs. demand planning.
 - Demand data collection, cleansing, and validation.
 - Demand segmentation and customer profiling.
 - Forecasting Techniques and Methodologies
 - Judgmental forecasting and collaborative approaches.

- Demand Planning and Inventory Management
 - The relationship between demand planning and inventory levels.
 - Safety stock calculation and risk management.
 - Mitigating the impact of demand variability on inventory.
 - Demand Collaboration and Communication

- Cross-functional collaboration in demand planning.
 - Managing Demand Uncertainty and Variability
 - Strategies for handling demand uncertainty.
 - Scenario planning and sensitivity analysis.
 - Creating agile demand management processes.

- Integrating Demand and Supply Planning
 - Aligning demand forecasts with supply chain capabilities.
 - Addressing mismatches between demand and supply.
 - Balancing inventory and production capacities.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Gain a comprehensive understanding of demand management principles, including data collection, analysis, and segmentation techniques. They will be able to identify the factors that influence customer demand and grasp the significance of aligning demand planning with business objectives;.
2	Knowledge and Understanding	Demonstrate proficiency in utilizing various forecasting methodologies, both qualitative and quantitative, to create accurate and reliable demand forecasts. They will be able to assess the suitability of different forecasting techniques based on data characteristics and forecasting requirements;.
3	Intellectual, practical, affective and transferrable skills	Interpret market trends and customer behaviour, enabling them to adjust demand planning strategies proactively. They will understand how to respond to changing market conditions and capitalize on emerging opportunities;.
4	Intellectual, practical, affective and transferrable skills	Become proficient in analysing historical data, market trends, and customer insights to make informed and data-driven decisions. This will lead to improved forecast accuracy and demand planning effectiveness.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	Lecture 1 hr x 12
Other teacher managed learning	12	1-4	Seminar 1 hr x 12
Student managed learning	126	1-4	Preparation for seminars, including reading, researching issues.
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

3000 word assignment

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]