1. **KentVision code and title of the module**

BUSN7160: Product Design and Buying

1. **Division which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or **Spring**

1. **Prerequisite and co-requisite modules and/or any module restrictions**

Prerequisite: BUSN3710 Marketing Principles

1. **The course(s) of study to which the module contributes**

BSc (Hons) Business & Management and associated courses

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 gain a systematic understanding of internal and external influences on buying decisions and range planning

8.2 accurately deploy the key skills and techniques required to design and develop a profitable range of products to meet consumer needs and compete in the market

8.3 critically assess the impact of technology and innovation on new product development

8.4 acquire detailed knowledge of processes and techniques for effective and sustainable supplier sourcing and management

8.5 understand and critically assess the quality requirements of different brands for new product development and processes for quality assurance.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 propose solutions to problems based on analysis and discussion/debate

9.2 synthesise a range of concepts, knowledge and skills relating to the retail sector

9.3 apply complex theories to practical realistic work situations in the retail sector

9.4 undertake independent and self-managed learning

9.5 communicate effectively within a group context

1. **A synopsis of the curriculum**

This module investigates the importance of having a dynamic buying function in retailing to meet the ever-changing needs of the consumer and maintain a profitable business. It explores both Fashion and Food retailing, and the differences between these industries. It considers how different strategic approaches influence new product design and purchasing, as well as the importance of economic, legal and financial issues. Students will acquire expertise in how to plan and develop a range of products; how to develop pricing strategies, and how to work with strategic suppliers and partners to get a product that exceeds consumer needs to market ahead of the competition.

The key elements of the curriculum are as follows:

* Organisational approaches to buying and the impact on the brand
* Process models of buying
* Competitor analysis
* Impact of trends and fashion on new product development
* Impact of innovation and technology on new product development
* Range planning
* Quality strategies and quality assurance
* Supplier selection and management
* Sustainability of product sourcing

1. **Reading list**

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. **Contact hours**

Total contact hours: 22

Private study hours: 128

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group presentation (30%)

Individual report – 2500 words (70%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)**

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Private study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| Group Presentation | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| Individual Report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

Students must achieve a pass the individual report to ensure all module learning outcomes are met.

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

A wide source of case studies are used in the module to debate international companies and their buying processes. Sustainable global sourcing is a key learning outcome where students consider ethical and cultural issues, and the risks/benefits involved in international operations. A fieldtrip is also organised each year to an international retailer to review their head office buying function. This gives students the opportunity to apply theory to practice, and to experience a thriving international operation.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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