



جامعة دبي
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION
MBA Course Syllabus
Semester:

Course code & No.: MOLM715
 Course Title: Purchasing and Sourcing Strategy
 Prerequisites: MBA 645 (Strategic Management)
 Faculty Member:
 Contact Details: Email:; Phone:
 Class Hours: Time: Days: Room:
 Office Hours: Time: Days: Room:

Brief Course Description: (As in UD Catalog)

The course focuses on purchasing and sourcing strategies to enable global supply chains to achieve their business objectives. There is an emphasis on the optimization of the procurement network with the goal to minimize procurement cost and the risk of inventory shortage.

Course Objectives (CO): This course has the following objectives:

1. **Develop** capacity to manage the purchasing function and its system
2. **Develop** capacity to effectively select best suppliers
3. **Judge** the best practices of sourcing and procurement adopted by global firms to maximize profits.

This course contributes to the following MBA OLM program concentration objectives (MBA OLM PCO): At the end of this program, students should be able to:

MBA LOM PCO	*Objectives	Linked to MBA PO
1	Perform value-adding operations on various business processes (i.e., manufacturing, service production and delivery, distribution, supply.....).	5
2	Analyze optimization plans for operations decisions such as new product development, supply chain capacity planning, process technology planning, factory automation, and production systems planning in UAE.	5
3	Use knowledge and skills developed to add value to the firms in the UAE/MENA region.	5

Course Learning Outcomes (CLO):

Upon completion of this course, students should be able to demonstrate the following outcomes (With linkage to CO):

1. **Analyze** the role of purchasing in an organization in the UAE/GCC Context
2. **Evaluate** the legal aspects of the purchasing process in the UAE/GCC Context
3. **Apply** negotiation strategies to achieve the goals of purchasing
4. **Use** purchasing to effectively manage materials and inventory requirements of the firm.
5. **Apply** quantitative methods to minimize inventory storage and procurement costs

Blooms Taxonomy

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	3-5	1,2	-	2

CLO Mapping: This table maps CLO's to: CO

CLO	Linked to CO	Linked to MBA PCO	Linked to PO
1	1	2	5
2	1	1	5
3	2	3	5
4	2	3	5
5	3	3	5

CLO Assessment Scheme

CLO	Class Work (marks)		Final Exam (marks) 30%
	Cases & Problem Solving 35%	Group Project 35%	
1	10		6
2	15		6
3	10		6
4		15	6
5		20	6
Total	35	35	30

Case Assignment

The instructor will assign a set of 5 cases from different sources with adaptation to the local environment of UAE. These cases will be used as part of group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (Individual assignment)	5 hours
Case # 2 (Individual assignment)	5 hours
Case # 3 (Individual assignment)	5 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignment)	10 hours
Problem Solving	25 hours
Preparation for Presentation	7 hours
Readings (textbook, journal articles and supplemental readings)	40 hours

Team/Individual Project

Depending on the size of the company you chose the task to be team project if Co. is big with >100 employees or individual project if the Co. is small with <50-10 employees.

Describe the environment for your supply chain in UAE/GCC.

1. Introduction: Should include
 - a. Culture
 - b. Purchasing System
 - c. Physical processes
2. Literature Review- paper & sources that describes your current SC challenges how these SC challenges have been solved elsewhere. Research on Best practices/Academic Research/ Industry standards.
3. Solution: Specify how you would redesign the SC, Control SC, funding, locate resources etc.
4. Generate alternative solutions at strategic level & discuss its S/W.
5. Recommend:
 - a. Supply chain solution
 - b. How it will be implemented & operated
 - c. Cost benefit analysis
6. Implementation plan

7. Identify risk associated with the project.
8. Draw Conclusion
9. Include Bibliography/Citation

Maximum page length 10 (double line) excluding tables, Use Prime Solver Excel for your Computations.

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
➤ 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

Teaching Methods: Teaching methods used in this course are Interactive learning, lectures, Case studies, and Solving Analytical Problems using Excel 2007- Premier Solver software

Use of Modern Instructional Technology: Moodle Learning System.

Weekly/Daily Teaching Plan				
Day Week	Topic	Ch	Content	Assignment / Reading
1	Purchasing and Supply Chain Management	1	<ol style="list-style-type: none"> 1. To understand the purchasing function's contribution to profitability. 2. To identify the relationship between the purchasing function and other functional areas. 3. To understand the evolution of the basic materials management concept. 4. To differentiate between purchasing, materials management, and supply chain management. 5. To explore the basic historical development of the purchasing function. 	Chap 1
2	Purchasing and Business Strategy	2	<ol style="list-style-type: none"> 1. To learn the most important elements of the strategic planning process for purchasing. 2. To learn about the components of purchasing strategy. 3. To learn how sourcing is integrated into corporate strategy. 4. To learn how purchasing strategy is linked to other functional areas. 	Chap 2 Case#1
3	Legal Aspects of Purchasing	3	<ol style="list-style-type: none"> 1. To understand the legal aspects of the purchasing function. 2. To understand what factors are involved in the selection of the purchasing manager 3. To understand the extent of the purchasing professional's legal authority. 4. To understand how contracts and purchase orders are legally executed. 5. To understand the essentials of a binding purchasing contract. 	Chap 3
4	Materials Management	4	<ol style="list-style-type: none"> 1. To identify the activities of materials management. 2. To identify the four functions of inventory. 3. To understand the relationship between 	Chap 4 Case #2

			<p>purchasing and materials management.</p> <ol style="list-style-type: none"> To determine how the materials management concept makes a contribution to profitability. To understand why firms are moving toward materials management. 	
5	Inventory Management	5	<ol style="list-style-type: none"> To learn the relationship between the purchasing function and inventory control. To learn the primary reasons for holding inventory. To identify the necessary requirements for effective inventory management. To learn about ABC analysis. To apply EOQ model 	Chap 5
6	Just-In-Time (JIT) Purchasing	6	<ol style="list-style-type: none"> To identify the differences between JIT and MRP. To understand JIT purchasing. To identify critical JIT-purchasing advantages. To identify the activities needed to implement JIT purchasing. To determine the role of culture in the implementation of JIT purchasing. To critically analyze the impact of JIT purchasing on a buying firm. 	Chap 6 Case #3
7	Purchasing Procedures, E-Purchasing, and Systems Contracting	7	<ol style="list-style-type: none"> To identify the steps in the conventional purchasing cycle. To understand the differences between buying and purchasing. To identify the main activities of a typical purchasing department. To identify routine versus non routine purchasing/buying methods. To identify technical requirements for e-purchasing. To identify the differences between EDI and e-purchasing. To introduce the RFID technology. 	Chap 7 Case #4
8	Supplier Selection and Negotiation Strategies	8	<ol style="list-style-type: none"> To identify appropriate supplier selection techniques. Select and negotiate prices with suppliers 	Chap 8 Case#5
9	Global Sourcing Strategies	9	<ol style="list-style-type: none"> To learn the basics of global sourcing. To determine the impact of global sourcing strategies on the total cost of procurement. 	Chap 9
10			Team research presentation	
11			Final Examination (Comprehensive)	

Educational Resources

Educational Resource	Description
Text Book Required	W.C. Brenton, Purchasing and Supply Chain Management, McGraw Hill, International Edition, 2007, ISBN 9780071106306
Supplementary Reading	Study guide prepared by The Chartered Institute of Purchasing and Supply (CIPS) Certificate and diploma Programs, UK, www.cips.org