MKTG 333 PURCHASING & SUPPLY MANAGEMENT
SPRING SEMESTER, 2018

Professor: Dr. Mark F. Hartley
Office: The J.C. Long Building, 9 Liberty Street, #312
Class Hours: DSCI 304-01: T, 5:30PM – 8:15PM, Beatty 218
DSCI 304-06: T/TH, 9:25 – 10:50 AM, Beatty 320
MKTG 333-01: T/TH, 12:15 – 1:30 PM, Ed Center 114
Office Hours: M: 4:00 – 5:15 PM
T/TH: 11:00AM – 12:00 noon and 1:45 – 2:30PM
and by appointment.
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Text Web Site: www.mhhe.com/johnson15e

Course Catalog Description:
The organization and operation of the procurement function and the acquisition and management
of materials. Emphasis is placed on quality and continuous improvement, quantity and inventory
issues, delivery strategy, pricing and cost management, supplier selection and evaluation, global
supply issues, legal and ethical considerations, and standards of performance.

Prerequisites: Junior Standing (60 or more completed hours)

Required Text: Purchasing and Supply Management, 15th Edition

Grading Scale: A (4.0) 93-100  A- (3.7) 90-92.99  B+ (3.3) 88-89.99
B (3.0) 83-87.99  B- (2.7) 80-82.99  C+ (2.3) 78-79.99
C (2.0) 73-77.99  C- (1.7) 70-72.99  D+ (1.3) 68-69.99
D (1.0) 63-67.99  D- (0.7) 60-62.99  F (0.0) 0-59.99

Approximate Grade Composition: EXAMS (3) 50% (equal weight)
SAP Material 10%
Course Service Project 20%
Other 20%

Learning Objectives:

a. To understand the objectives, activities, and responsibilities of supply management, and its
 various organizational structures.
b. To understand the role of quality in supply management, quality management tools, quality
 standards, and quality certification and awards program.
c. To understand the role of logistics in supply management, transportation industry segments,
 selection methods, logistics strategy and organization.
d. To understand how suppliers establish price, government’s influence on pricing, the
 competitive bidding process, discounts, strategic cost management, and negotiation.
e. To understand the supplier selection decision, identifying evaluating potential sources,
 supplier development, evaluating potential sources, measuring supplier performance, supplier
 relations, partnerships, and strategic alliances.
f. To understand buyer and seller legal authority and liability, the Uniform Commercial Code,
 common law, alternative dispute resolution, and ethics in supply management.
EXAMS: There are three (3) regular exams during the semester, and will cover outlined material from the text as well as any talks by guest speakers, and/or required readings, handouts or other assignments. The exams are of equal weight, and the last exam is NOT comprehensive. Typical exams will be comprised of an equally weighted combination of extended discussion questions, short answer questions, and objective questions. The extended discussion portion will be assigned as a take-home portion prior to exam day to allow Internet and/or library research, and is to be turned in with your in-class exam for credit.

OTHER includes turning in approximately 10-12 assignments, including preparations of cases, outside Internet and library research on specific topic areas of the course, and reports from any required readings. OTHER also includes attendance, promptness, and CLASS PARTICIPATION. Note that habitual tardiness and/or absences WILL affect the class participation and thus the “OTHER” portion of your grade. Actual, printed copies of your assignments are expected to be turned in on the day we cover the assignment in class. E-mail will only be accepted as a back-up method for turn in. When e-mailing homework as your last resort, use hartleym@cofc.edu, and in the subject box, type MKTG333, the assignment description, and your name.

SAP EXERCISES: We will incorporate the SAP enterprise resources planning software system into the course to familiarize you with this powerful tool used by 335,000 corporate customers in organizations in 190 countries worldwide. 75% of the world’s transactions are managed on SAP, and most of our School of Business employers want you to be SAP capable when you graduate.

COURSE SERVICE PROJECT occurs in February and will consist of approximately 6 hours of work on a public service experience centered on the operations/supply chain management related activities necessary to manage and carry out a successful major charity event. If you miss or choose not to participate in the course public service project, an alternative assignment taking approximately the same amount of time will be available to earn the points for the course project portion of your grade.

Late Assignments: Assignments handed in for credit after I've called for them will be penalized 50% per 24 hours late (or fraction thereof). Turn assignments in on time, please.

Attendance Policy: Prompt and consistent attendance is necessary for this course. Attendance sheets will be used and it is your responsibility to sign them each class meeting. Excessive absences will result as follows:

Two Days a Week Sections:
Absences #1, 2: Allowed for any and all reasons. No need to explain.
Absence #3, 4: 2 points deducted from your final course average per class missed.
Absence #5 and higher: 4 more points off your final course average per each class missed.

One Day a Week Sections:
Absence #1: Allowed for any and all reasons. No need to explain.
Absence #2: 2 points deducted from your final course average.
Absence #3 and higher: 4 more points off your final course average per each class missed.

Also, you WILL be responsible for any assignments due when you’re absent, and you WILL NOT be given credit for homework someone else hands in for you when you're absent from class.
**Honor Code:** Cheating in ANY form is NOT allowed, and will be rewarded, AT A MINIMUM, with a grade of F in the course. If copying is involved, both parties will be judged equally guilty. Plagiarism is also NOT allowed on any assignment. This is VERY serious business, and I cannot impress upon you enough that cheating CAN END your college career. Just think about that.

**Make-Up Exams:** Regular exams WILL NOT be made up, for ANY reason, after the exam has been administered. Should you miss a regular exam without prior notice to me, your grade will be zero (0) unless you substitute an overall comprehensive final exam, at my discretion, in its place. You really, really don’t want to do this. However, if you let me know well ahead of time that you will miss a scheduled exam, I’ll make every effort to re-schedule it prior to the full class taking it. You FORFEIT the re-schedule if you don’t take the exam prior to the full class taking it.

**Grading Errors:** If an error is made in grading your exam, the mistake will gladly be corrected. It is YOUR responsibility to detect any error and bring it to my attention ON THE DAY the exam is returned to you. You FORFEIT your right to appeal errors by being absent on the day the exam is returned in class, or by waiting until later in the semester to contact me. If any extra points are awarded ON THE DAY the exam is returned in class, you LOSE the points by being absent.

**SNAP Accommodations:** Any student certified by the SNAP Office at the College for a special course accommodation must provide appropriate documentation to me WELL PRIOR to any exam in which the student requests the SNAP accommodation (i.e., extra time to complete the exam). It is your responsibility to schedule any necessary arrangements at the SNAP office. It is also your responsibility to pick up the exam from me prior to the exam being administered in class. I will NOT deliver exams to the SNAP testing office.

**Basic Requirements:**
1. Bring your textbook to class each day.
2. Keep a binder or folder for your class notes and handouts. Bring it to class each day.
3. Keep all of your hand-in assignments backed up during the semester.
4. If you don’t have one already, obtain an off-campus e-mail account immediately.
5. Be on time. Habitual tardiness WILL affect class participation portion of your grade.

**Finally:** If a problem develops during the course or if you feel you need extra help with concepts, don’t hesitate to come to my office for help. Use my office hours for your benefit. That's why I have them. This IS NOT a hard, heavily quantitative course, it’s a FUN and very useful course, and I'm positive you will enjoy it!
General Course Outline:

→ **EXAM 1 Material**
1. **PURCHASING AND SUPPLY MANAGEMENT**: Purchasing and supply management, supply contribution, supply qualifications and associations, challenges ahead.
2. **SUPPLY STRATEGY**: Strategic planning and its challenges, risk management, strategic components.
3. **SUPPLY ORGANIZATION**: Objectives of supply management, organizational structures, supply activities and responsibilities, supply teams.
4. **SUPPLY PROCESSES AND TECHNOLOGY**: The supply management process, steps in the supply system, improving process efficiency and effectiveness, information systems and the supply process, policy and procedures manual.
5. **MAKE OR BUY, INSOURCING, AND OUTSOURCING**: Make or buy, subcontracting, insourcing, outsourcing, supply’s role and implications.
6. **NEED IDENTIFICATION AND SPECIFICATION**: Need criteria, categories of need, early supply and supplier involvement, methods of description, standardization and simplification.

→ **EXAM 2 Material**
7. **QUALITY**: Role of quality in supply management, defining quality, the cost of quality, quality management tools, quality standards and awards program.
8. **QUANTITY AND INVENTORY**: Quantity and timing issues, forecasting, determining order quantities and inventory levels, planning requirements, functions and forms of inventories, inventory management.
9. **DELIVERY**: Logistics, transportation, transportation industry segments, modes and carriers, types of carriers, selection of mode and supplier, transportation and logistics strategy, organization for logistics.
10. **PRICE**: Relation of cost to price, how suppliers establish price, government influence on pricing, types of purchases, quotations and competitive bidding, discounts, contract options, forward buying and the commodities market.
11. **COST MANAGEMENT**: Strategic cost management, cost management tools, negotiation.
12. **SUPPLIER SELECTION**: The supplier selection decision, identifying potential sources, supplier development and reverse marketing, evaluating potential sources, ranking potential suppliers.

→ **EXAM 3 Material**
13. **SUPPLIER EVALUATION AND SUPPLIER RELATIONS**: Measuring supplier performance, evaluation methods, supplier ranking, supplier relations, partnerships, strategic alliances.
14. **GLOBAL SUPPLY**: Importance of global supply, selecting and managing offshore suppliers, tools for global supply, regional trade agreements, emerging markets.
15. **LEGAL AND ETHICS**: Legal authority and liability of the buyer and seller, the Uniform Commercial Code (UCC), common law, software contracts, e-commerce and the law, intellectual property laws, product liability, alternative dispute resolution, regulatory requirements, ethics in supply management.
16. **OTHER SUPPLY RESPONSIBILITIES**: Receiving, logistics and warehousing, inbound/outbound transportation, production planning, accounts payable, investment recovery.
17. **SUPPLY FUNCTION EVALUATION AND TRENDS**: Organizing for supply research, research opportunities, supply planning process, supply budgets, performance measurement systems, developing metrics, supply management trends.