






Diploma in Marketing (880) – Purchasing & Supply Management

Prerequisites: Knowledge of business organisation	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: Businesses mainly focus on their core competencies and rely on suppliers for all other goods and services needed to satisfy customer demand. To enable this smooth transition and avoid replication effects, those in Purchasing & Supply businesses must closely manage their distribution and supply chain. This course offers candidates an opportunity to position themselves for jobs in the increasingly important fields of purchasing and supply management. The course include topics in accountability, international business, personal selling, marketing channels, purchasing strategy, sales forecasting, buyer behaviour, logistics, inventory and materials management. Through these variety of topics candidates specifically learn how to identify global sources for supply, establish logistics and support systems, maintain quality control, design vendor evaluation systems, and more. The qualification is intended to introduce candidates to the main skills and ideas involved in working in the purchasing and supply chain, and enable candidates to solve day-to-day problems and run routine operations. On completion of the course, candidates will understand: purchasing principles; selecting the right supplier; effective negotiation in purchasing and supply; managing inventory; the business environment for purchasing and supply; the integrated approach to planning, acquisition, flow and the distribution of goods from raw materials to finished products. Finding success in today’s multi-dimensional workplace requires strong management skills. In the Purchasing and Supply Management program, candidates focus on the management function, building the skills and concepts necessary to develop into a successful manager.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Explore purchasing and supply principles. 2. Outline the organisational structure of the Purchasing Organisation. 3. Describe the processing of stock transport order, standard purchase orders and request for quotation issued to the vendor and promotions and allocation tables. 	<p>Assessment Criteria:</p> <ol style="list-style-type: none"> 1.1 Outline logistic activities 1.2 Analyse challenges facing purchasing and supply chain 1.3 Identify the role of supply management 1.4 Contrast supply management and return on investment 1.5 Distinguish operations management from supply chain management 1.6 Describe the determinants of supply and demand in a competitive market 2.1 Outline purchasing department activities 2.2 Analyse factors affecting organisational structure 2.3 Distinguish operational vs strategic activities 2.4 Describe how a purchasing transaction is processed. 3.1 Outline the steps in supply process 3.2 Analyse internal information flows 3.3 Explore departments associated with purchasing and supply

	3.4	Define demand management
	3.5	Outline supply management tools, trends and tactics
4. Define Enterprise Resource Planning (ERP) Systems.	4.1	Identify Electronic Data Interchange (EDI) benefits
	4.2	Understand the essence of ERP systems
	4.3	Define eCommerce
	4.4	Describe ERP software integrated facets of development, manufacturing, sales and marketing.
5. Describe how Total Quality Management (TQM) philosophy satisfies the customer, the supplier, and continuously improve the business processes.	5.1	Define total quality management
	5.2	Analyse quality management tools and methodology
	5.3	Explore specifications and standards in supply management
	5.4	Describe quality management corporate management approaches
	5.5	Outline the queuing theory
6. Define inventory. Describe the types of inventory.	6.1	Analyse forms and functions of inventory
	6.2	Describe the economic order quantity model
	6.3	Define Materials Requirement Planning (MRP) and Distribution Resource Planning (DRP)
	6.4	Design statement of work
	6.5	Describe functions of inventories
	6.6	Identify costs of holding inventory
	6.7	Describe stochastic modelling
	6.8	Outline the production framework
	6.9	Explore the selective inventory control methods.
7. Describe transportation and delivery scheduling times (time duration) needed to carry out certain activities and dates that are calculated on the basis of these times	7.1	Identify issues facing the logistics industry
	7.2	Describe the transportation industry segments
	7.3	Describe the relationship between supply demand and logistics management
8. Outline how cost benefit analysis determines how well, or how poorly, a planned action will turn out.	8.1	Describe price and cost analysis
	8.2	Identify problems of using cost analysis
	8.3	Explore cost benefit analysis positive factors and negative factors
9. Discuss the concepts of supplier relationship management.	9.1	Demonstrate supplier contract and relationship management
	9.2	Define contract management
	9.3	Outline purchasing measurement guidelines
	9.4	Describe supplier relations inputs and outputs
	9.5	Describe advantages and disadvantages of single and multiple sourcing
	9.6	Explore the market mechanisms and the technological developments in the SRM market.

10. Explore equipment procurement procedures that enable significant cost-savings on equipment and supply costs.	10.1 Compare operating leasing and financial leasing 10.2 Define total cost of ownership 10.3 Analyse equipment purchasing problems 10.4 Outline types of compensation agreement 10.5 Describe the tender and procurement process.
11. Outline the purpose of ethics in purchasing and supplies.	11.1 Outline types of warranties 11.2 Define ethics 11.3 Outline principles and ethical standards 11.4 Design a Supply Management Code of Ethics 11.5 Explore how good ethical practice can enhance the organisation's integrity and reputation.
12. Describe how Global Supply Management (GSM) solutions enable enterprises to design, plan, execute, control, and monitor supply chain activities to create net value, build competitive infrastructure, leverage worldwide logistics, coordinate supply and demand, and measure performance globally.	12.1 Identify reasons for global purchasing 12.2 Identify problems associated to global purchasing 12.3 Design guidelines for dealing with international suppliers 12.4 Define countertrade. Describe advantages and disadvantages 12.5 Outline reasons organisations make instead of buying and vice versa 12.6 Analyse supply strategy techniques

Recommended Learning Resources: Purchasing & Supply Management

Text Books	<ul style="list-style-type: none"> • Purchasing and Supply Management by P. Fraser Johnson, Michiel Leenders, Anna Flynn. ISBN-10: 0071289372 • Purchasing and Supply Chain Management by MONCZKA. ISBN-10: 140801744X • Purchasing and Supply Management Lamar Lee & Donald W. Dobler Donald W. Dobler. ISBN-10: 0070370893
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None