

SYLLABUS

SC423E

Purchasing and Sales Management

ACADEMIC AREA :	OPERATIONS AND ANALYTICS
PROGRAMME :	MASTER IBNG / MASTER LSCM / MASTER LSCP / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Mr. Reza ZANJIRANI FARAHANI
INSTRUCTOR(S) :	Mr. Keyvan FARDI
CONTACT HOURS :	24.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

Basic knowledge of purchasing and procurement
Basic knowledge of sales and marketing
Interest in current affairs affecting global markets

MODULE DESCRIPTION :

This business module will enable students to evaluate the roles of purchasing and selling. In the purchasing segment, students will learn how companies manage their external resources to secure the supply of goods, services, capabilities, and knowledge at favorable conditions. Additionally, the module delves into sales management, where students will step into the shoes of sales managers tasked with maintaining the top-line growth of their companies. In today's inflation-characterized economy, maintaining sales revenues requires a robust marketing plan and a strategic approach to relationship-building.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Develop a sustainable strategic vision to Connect (eco-)systems #ConnectSystems
- Develop a sustainable strategic vision to solve complex problems in globalized environments in a specific industrial sector or specialization

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

Upon the successful completion of this module, students should be able to: 1. Identify key issues and trends in purchasing and the procurement process. 2. Define the operational and strategic challenges of qualifying and selecting suppliers. 3. Recognize an efficient purchasing strategy relevant to a company's existing partnering and strategic alliances. 4. Understand the basics of market planning with the view to being able to justify marketing expenditures. 5. Analyze and critically appraise the promotional mix of a company's product line. 6. Have an awareness of buyers and their organizational buying strategies. 7. Be able to conduct a market analysis of competitors and customers.

TOPICS COVERED :

- Strategic purchasing • Purchasing policies, procedures and support tools • Supplier relationships and partnering • Sourcing and the management of suppliers • Role of Sales Management • Generation of Sales Strategies • Consumer Behaviour • Public sector purchasing • Sustainability and socially responsible purchasing • Global sourcing • Negotiation skills, practices, and business benefits • Contract management • Category and commodity purchasing

RESEARCH-LED TEACHING :

Case studies form an integral part of the course. Having analysed the case studies, students will discuss the best practices that can be applied to different situations. Academic articles will also be analysed for their learnings. Newspaper articles will also be studied. Students are expected to read the quality press on a regular basis. Online news services like BBC News, Les Echos, Financial Times, Wall Street Journal, and the Guardian often publish insightful articles about purchasing and sales.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

Purchasing and Sales managers are deeply implicated in raising awareness of the 17 SDGs at the organization level. Well known western companies that purchase materials from low-income countries or sell products to them have integrated the SDGs in their supply chains and have implemented long-term solutions to raise the living standards of the communities they serve.

CSR NB HOURS :

3

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 07 - Affordable and clean energy
- 08 - Decent work and economic growth
- 09 - Industry, innovation and infrastructure
- 10 - Reduced inequalities
- 11 - Sustainable cities and communities
- 12 - Responsible consumption and production
- 16 - Peace, justice and strong institutions
- 17 - Partnership for the goals

TEACHING METHODS :

The course uses interactive teaching methods, including lectures, case studies, student group presentations, and videos., which require the students to participate actively in class discussions. By coming to the classroom prepared, students will benefit from the materials presented during the class. Company representatives may visit the class.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final	Individual	Written in class	60%	2 Heures	All ILOs
Continuous	Group	Oral Final exam	40%		All ILOs

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:

- Cheating
- Plagiarism
- Fabrication
- Gaining an unfair advantage
- Assisting others in committing academic misconduct, such as by utilizing generative AI
- Falsification of records or official documents
- Unauthorized access to restricted information or data
- Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

Purchasing

- Lysons K., Farrington, B. (2020). Procurement and Supply Chain Management (10th edn.). Cengage Learning. [eBook

<https://bit.ly/3NMsyL6>]

- Monczka R. M. (2020). Purchasing and supply chain management (7th edn). Cengage Learning. [eBook : <https://bit.ly/3TeP8wI>]

Sales Management

- Jobber, D., Lancaster G., Le Meunier, K. (2019). Selling and Sales Management, (11th edn). Mcgraw Hill Higher Education [eBook

<https://bit.ly/3MJ5rMi>]

- Tanner, J., Honeycutt, E.D, Erffmeyer, C. (2014). Sales Management: Shaping Future Sales Leaders (new international edition).

Pearson Education. [eBook <https://bit.ly/3oNW7jD>]

International/ Global Trade

Lasserre, P. (the latest edition) Global Strategic Management, Palgrave Macmillan.

Additional Reading

MODULE PLAN SESSIONS :

Plan Session 01 :

Session 1: Role of Purchasing

- Discussion of module structure and assessments
- Introduction to Purchasing and Sales Management
- Role of Purchasing

Plan Session 02 :

Session 2: Purchasing Processes

- Tasks and Responsibilities
- Principles and Policies
- Purchasing Organization

Plan Session 03 :

Session 3: Sourcing strategies

- What is sourcing?
- The strategic sourcing process
- Sourcing information
- Analysis of market conditions
- Directives
- E-sourcing
- Supplier Evaluation
- Supplier approval
- Evaluating supplier performance
- Policy issues in sourcing
- The supplier base
- Outsourcing
- Make vs Buy
- Partnering
- Intellectual property rights
- Procurement management of IPRs
- Procurement support for in-house marketing
- Intra-company trading
- Procurement consortia
- Sustainability
- Sourcing decisions
- Factors in deciding where to buy

Plan Session 04 :

Session 4: Sales Management

- Midterm on Purchasing: written continuous assessment
- The Role of Selling
- The Marketing Concepts behind Sales
- Ethics, Partners and Relationships

Plan Session 05 :

Session 5: Globalization of Markets & Competition [Lasserre - 1]

- The phenomenon of globalization
- Globalization from a macro perspective
- What are the factors that push for globalization?
- What are the factors that work against globalization? The localization push
- Globalization at the level of the firm
- The global/multi-local mapping

Plan Session 06 :

Session 6: Designing a Global Strategy [Lasserre - 5]

- A company business strategy
- Framework for a global strategy
- Global strategies and the multi-business firm
- Global strategies and the small and medium-sized enterprise (SME)
- Born global

Plan Session 07 :

Session 7: Assessing Countries' Attractiveness [Lasserre - 6]

- Why is a country attractive?
- Market, resources and industry opportunities
- Assessing market opportunities
- Assessing resource opportunities
- Competitive context
- Socioeconomic, political and cultural distance
- Country risk analysis
- Putting it all together

Plan Session 08 :

Session 8: Negotiation & Contract Management

- Understand the importance of negotiation
- Appreciate the distinction between adversarial and collaborative negotiations
- Identify the nature of the negotiation process

- Participate as an effective part of a negotiating team
- Understand common elements of a purchasing contract
- Discuss various types of purchasing contracts

Final exam

Plan Session 09 :

Plan Session 10 :