

Dr. Timothy Butler
School of Business Administration
Wayne State University
Detroit, MI 48202

MKT 7650
Winter 2002

STRATEGIC PROCUREMENT

Office: 144 Rands Annex

Telephone: (313) 577-9810

Fax: (313) 577-4880

Email: Timothy.Butler@wayne.edu

Web: <http://Blackboard.wayne.edu>

Office Hours: One hour before class. Wednesday 11AM –1PM, and by Appointment.

Course Goals: To give students an understanding of the supply management function and the skills to embark on a successful leadership career in purchasing management if they choose.

Grading: 2 Exams (30% each), Group Analysis (20%), Case Analysis (10%), Class Participation (10%).
Grade Assignment is A-93 and up; A- 90-92; B+ 85-89; B 80-84; B- 75-79; C+ 70-74; C 65-69; F - Below 65.
Final Grades will be posted on the Blackboard web site.

Exams: Exams will be take home- open book, with one week to complete. They will cover readings, class discussion, and cases.

Group Project: The group analysis will be paper (10-15 pages; Times New Roman font size 12) and class presentation on an assigned issue relating to supply management. The Group paper will be distributed to the class. Questions about selected group projects will be included on exams.

Case Analysis: Your team will be assigned a case to present to the class and lead the class. You will be graded on the quality of your analysis and also on your presentation (e.g. your poise, style, and confidence). Questions from selected cases will be included in the exams.

Textbook: Supply Chain Management: Strategy, Planning, and Operation by Chopra and Meindl
Harvard Cases Course Pak.

Make up Exam: No make-up exam will be provided unless you provide a written document to my satisfaction attesting to your inability to take the exam.

Withdrawal Policy: Students have until class #14 to withdraw. See the Schedule of Classes Bulletin for University tuition refund policies.

Readings: Additional Readings will be distributed as needed.

TENTATIVE CLASS OUTLINE

1st Assignment: Register yourself on Blackboard Web Site

Class #	Topic / Reading / Case
1	Intro to Purchasing & Supply Chain Management Weiber Drug Stores: class discussion
2	C&M Ch. 13: Coordination in the Supply Chain The Beer Game
3	C&M Ch. 1, 2, &3 Strategic Fit and Scope / Drivers and Obstacles Quality
4	Ms. Lori Sisk, Ernst & Young / Covisint Supply Chain Mangement at World Co. Ltd.
5	C&M Chapter 12: Information Technology in a Supply Chain Freemarkets Online
6	C&M Ch. 14. E-Business and the Supply Chain Techno Systems Corp.
7	Mr. Michael Zazaian, EDS SP: Ethical Issues in Purchasing and Supply Mgmt Mid Term Exam Distributed
8	Mid Term Exam Returned
9	SP: Environmental Purchasing Policies Sun Microsystems
10	C&M Ch. 8 Safety Stock& Ch. 9 Optimal Availability Bose Corp.
11	SP: B2B E-Business Ford Motor Co.
12	Syncra Systems SP: Enterprise Resource Planning SP: Minority Supplier Programs
13	Sport Obermeyer, Ltd.

	SP: Analytical Applications _____ SP: US-Canadian Import and Export _____
14	i2 Technologies. _____ SP: B2C E-Business _____ SP: Purchasing Health Care _____ Final Exam Distributed
15	Final Exam Returned