

Title of course	M4.E Purchasing Strategy
Responsible instructor	Prof Dr Michael Dornieden
Learning objectives	<ul style="list-style-type: none"> ▪ Identify relevant market framework conditions of Original Equipment Manufacturers and its suppliers in manufacturing industries ▪ Realize the entrepreneurial meaning of supply chain management at company level ▪ Describe the product portfolio of suppliers in manufacturing industries ▪ Illustrate the application of sourcing concepts for existing supplying products and for new supplying products ▪ Determine target costs of supplying products, in different scenarios, by using cost analyses based on specific cost drivers ▪ Demonstrate the use of adequate sourcing strategies particularly in regard to different supplying product categories ▪ Implement various supply chain management tools to real-world examples of manufacturing industries ▪ Solve complex supply chain problems by using resource-based sourcing concepts across the entire value-added chain ▪ Examine and understand the consequences of sourcing strategies between different business units ▪ Critically evaluate the sustainability of sourcing methods currently in practical company use and develop an understanding of how they can be improved in order to reach the desired organizational goals
Course contents	<ol style="list-style-type: none"> 1. Importance, functions and objectives of procurement management 2. Original Equipment Manufacturer and Original Equipment Supplier 3. Classification of supplying products 4. Sourcing strategies <ol style="list-style-type: none"> 4.1. Strategic levers 4.2. Outsourcing 4.3. Cost analysis 4.4. Reversed Sourcing 4.5. Forward Sourcing 4.6. Electronic procurement 4.7. Value Engineering
Teaching methods	<ul style="list-style-type: none"> ▪ Lectures ▪ Exercises, Case Studies ▪ Hermeneutic approaches ▪ Discussion ▪ Self-study
Prerequisites	There are no formal requirements.
Suggested reading	<ul style="list-style-type: none"> ▪ Chopra, S. / Meindl, P.: Supply Chain Management: Strategy, Planning, and Operation, 6th Edition, Pearson, 2016 ▪ Munson, C.: The Supply Chain Management Casebook, FT Press, 2013 ▪ Min, H.: The Essentials of Supply Chain Management: New Business Concepts and Applications, Pearson FT Press, 2015 ▪ Further references will be given during the classes.

Applicability	This course is in particular applicable to the following Master programmes: International Business and Economics (M.A.; "IBE"). This course is also applicable to other business-oriented Master programmes offered by Schmalkalden University of Applied Sciences.
Workload	Total workload: 150 hours, of them: <ul style="list-style-type: none"> ▪ Lecture: 36 ▪ Self-study: 114, of them: <ul style="list-style-type: none"> ▪ Course preparation (in particular reading): 40 ▪ Follow-up: 20 ▪ Readings and exam preparation: 54
ECTS credit points and weighting factor	5 ECTS credit points; weighting factor: 5/120 (IBE) or 5/90 (Finance), respectively
Basis of student evaluation	Comprehensive written examination, 90 minutes (100%)
Time	First academic year
Frequency	Each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.