

# **PURCHASING AND SUPPLY CHAIN MANAGEMENT MAN 6573**

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## **COURSE DESCRIPTION**

The primary purpose of this course is to introduce students to the basic concepts and tools applied in purchasing and supply chain management. Within the context of the purchasing function, emphasis will be placed on such topics as procurement cycle, information flows, supplier selection, internet procurement, and green supply chain issues.

## **REQUIRED MATERIALS**

A course packet is available from Harvard Business Publishing via the following Harvard link (<http://cb.hbsp.harvard.edu/cbmp/access/72444041>). Since no other textbook is required, this packet contains much of the required course materials, including cases.

Other articles will be available via the UF online course reserve system which can be found on the UF library web page (<http://www.uflib.ufl.edu/>).

## **CASES**

We will analyze and discuss many cases during the course of the semester. Each team is assigned two cases. The teams are expected to turn in an executive summary not exceeding 5 double-spaced pages for both of these cases. Problem calculations, computer outputs, exhibits, figures, etc. may be attached to support your analysis, but the essence of the solution must be contained in the five pages.

## **PARTICIPATION**

As indicated below, 5% of your grade will be determined by participation. Please note that you can participate only if you are present. Furthermore, to obtain full participation points, you must consistently come to class prepared and contribute to the class discussion. In addition, at the end of the semester, I will ask for a confidential peer evaluation, which will be taken into consideration in assigning your case grade.

## **CLASS EXPECTATIONS**

Students are expected to follow the performance guidelines established for the graduate school. In particular, students are expected to arrive for class prepared to meet classroom obligations and to devote full attention and commitment to the work of that class. Also,

laptops and other electronic devices should be used with discretion and only as permitted by the instructor for work directly related to the class session. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor. Classroom discussion is an important part of the pedagogy of many Masters level courses. Students in these classes should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

### **PERFORMANCE EVALUATION**

	<u>Percent of Final Grade</u>
Case Reports	40% (20% for each report)
Beer Game Summary	5%
Participation	5%
Exam 1	25%
Exam 2	<u>25%</u>
Total Points	100%

Overall letter grades will be *assigned by curve*. That is, the letter grade you receive will be determined by *your ranking among all students in your class*.

### **REGRADE REQUESTS**

Any request to regrade any component of your submissions (case or exam) has to be submitted within a week after the grade has been published online. The only exception to this rule is a documented emergency.

### **ACADEMIC HONESTY**

For any academic class activity, students must follow the University of Florida Student Honor Code. Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida.

### **SCHEDULE**

Note that the course schedule is subject to change. Please check the course website for the most current schedule. Also, the class will be a blended mixture of live lectures and case discussions in addition to videos which will be posted on the course website.

**January 8**

Module 1: Introduction to Supply Chain  
Lecture 1a: Supply Chain Overview  
Lecture 1b: Cycle View of the Supply Chain  
Lecture 1c: SC Objectives and Uncertainty

**January 10**

Module 2: SC Strategy  
Lecture 2a: Overview of SC Strategy  
Lecture 2b: SC Strategy Push vs. Pull  
Lecture 2c: Transportation Basics

Reading Assignment: “Triple-A Supply Chains” by Lee  
Discussion Case: Wal-Mart

**January 15 MLK Day- No class****January 17**

Reading Assignment: “Reducing the Risk of Supply Chain Disruption” by  
Chopra and Sodhi

Case: Crocs  
Case: Shanzhai

**January 22**

Case: Ashmark  
Case: Big Bazaar  
Reading Assignment: “How to Negotiate with Powerful Suppliers” by Paranikas  
et al.  
Short Exam Review

**January 24**

Exam 1

**January 29- No class. Watch the following videos posted on the course website:**

Module 5: Sourcing  
Lecture 5a: Overview of Strategic Sourcing  
Lecture 5b: To source or not to source?  
Lecture 5c: Purchasing Basics  
Lecture 5d: Procurement Cycle  
Lecture 5e: Reverse Auctions

Reading Assignment: “Reinventing the Supplier Negotiation Process at Motorola” by  
Metty et al.

**January 31**

No Class Today- Career Fair

**February 5- No class. Watch the following videos posted on the course website:**

Module 7: Online Sales and SCM

Lecture 7a: SC Online Sales Concepts

Lecture 7b: SC Online Sales Strategies and Examples

**February 7**

Topic: Beer Game (Attendance Mandatory today!)

Reading Assignment: Beer Game Instructions

**February 12**

Module 6: SC Information

Lecture 6a: Bullwhip Effect 1

Lecture 6b: Bullwhip Effect 2

Lecture 6c: SC Transparency

Topic: Bullwhip Effect

Reading Assignment: "Whose, Where and How of Inventory Control Design" by  
Lee and Whang

"The Transparent Supply Chain" by New

**February 14**

Module 8: Sustainable Supply Chains

Lecture 8a: Green Supply Chains 1

Lecture 8b: Green Supply Chains 2

Reading Assignment: "The Greening of WalMart's Supply Chain Revisited" by  
Plambeck

"How Green is My Orange?" by Martin

Beer Game Summary Due

**February 16**

Case: Adidas Russia

Case: Identigen

**February 19**

Case: Levi Strauss

Case: Domino's

Short Exam Review

Group Evaluation Due

**February 21**

Course Speaker: TBA

**February 26**  
Exam 2