



**Philadelphia University**  
**Faculty of Administrative and financial sciences**  
**Department of --Marketing**  
**2014-2015**

**Course Syllabus**

<b>Course Title:</b> Purchasing and Supplies Management	<b>Course code:</b> 0330261
<b>Course Level:</b> 2	<b>Course prerequisite:</b> 0350160
<b>Lecture Time:</b>	<b>Credit hours:</b> 3

**Academic Staff Specifics**

<b>Name</b>	<b>Rank</b>	<b>Office Number and Location</b>	<b>Office Hours</b>	<b>E-mail Address</b>

**Course module description:**

Division Compulsory Requirements .

**Course module objectives:**

**To Provide Student With A Board Introduction To purchasing and storing concepts And Theories That Will Help marketers To Understand The approaches of buying and storing products . markets In Order To Take Actual Business Decisions.**

- 1- **New product management , Michiel R. Leenders and others , 2006.**

- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

**Teaching methods:**

Lectures, discussion groups, tutorials, problem solving, debates, etc.

**Learning outcomes:**

- Knowledge and understanding

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- Cognitive skills (thinking and analysis).

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- Communication skills (personal and academic).

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- Practical and subject specific skills (Transferable Skills).

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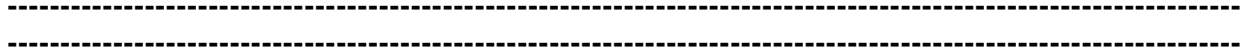
**Assessment instruments**

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<b><u>Allocation of Marks</u></b>	
<b>Assessment Instruments</b>	<b>Mark</b>
First examination	<b>20</b>
Second examination	<b>20</b>
Final examination: 50 marks	<b>50</b>
Reports, research projects, Quizzes, Home works, Projects	<b>10</b>
<b>Total</b>	<b>100</b>

**Documentation and academic honesty**

- Documentation style (with illustrative examples)



- Protection by copyright
- Avoiding plagiarism.

**Course/module academic calendar**

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Purchasing and supplies management.	
(2)	<b>Supply organizations</b> .	
(3)	Supply process.	
(4)	Information system technology.	
(5)	Quality, specification, and services.	
(6) <b>First examination</b>	Quantity and inventory.	
(7)	Transportation and delivery.	
(8)	Price.	
(9)	Cost management, discount and negotiation.	
(10)	Chapter 10: Supplier selection .	
(11) <b>Second examination</b>	Investments recovery.	
(12)	: Supply ;aw and ethics.	
(13)	Research and metrics.	
(14)	Global supply.	
(15) <b>Specimen examination (Optional)</b>	Capital goods.	
(16) <b>Final Examination</b>	Services	

**Expected workload:**

**On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.**

**Attendance policy:**

**Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.**

**Module references**

**Journals**

Journal of Academy of Marketing Science

**Websites**

[www.adassoc.org.uk](http://www.adassoc.org.uk)