

**Course # and Name as it appears in the catalog**  
**MKTG 370 -- PRINCIPLES OF PURCHASING**

**Credit Hours:** #3

**Scheduled hours per week**

Lecture: #3

Hybrid

online

Lab: #

Other: #

**Catalog Course Description:** This course is an intensive study of the role of purchasing and materials management in a firm's ability to achieve its goal of providing high quality raw materials and supplies while containing costs. The course covers terminology and techniques used by purchasing and materials management personnel as well as legal and ethical issues of purchasing.

**Pre-requisites:** GBUS 101

**Co-requisites:** na

**Course Learning Outcomes:**

Upon completion of this course, the student should be able to:

- Understand the basic dimensions of purchasing and how the purchasing functions interact with other functional areas of any business.
- Develop an understanding of the terminology in the raw materials and supply chain processes.
- Understand the ramifications of financial decisions related to the procurement process including supply chain decisions.
- Perform basic skills required to function within the purchasing environment.
- Understand ethical and legal perspectives of materials management.
- Demonstrate skills in research, analysis, writing, speaking, listening, and observing through the use of case studies.
- Explore career opportunities available in the purchasing field.

**Topics to be studied:**

Purchasing processes in various business environments including not-for-profit, government, small businesses, and corporations.

- How does purchasing fit into the organizational chart and structure of organizations?
- Supply chain in various organizations. Communicating with internal and external stakeholders in the supply chain.
- Ethical approaches to providing equal opportunities to find the best priced raw materials, goods, and services from vendors.
- Ethical and legal issues surrounding procurement.
- Financial analysis including break-even and other tools that help the organization determine get the best value from raw materials, services, and other items to be purchased.
- Using Excel, computer modeling, and other business tools to make sound decisions for products and services.

**Relationship of Course to Program or Discipline Learning Outcomes:**

<b>Bachelors of Science in Business Administration</b>	
<b>(BSBA) Program Outcomes</b>	
<i>General Business Specialization (GenBus):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.</li> </ul>	X
<ul style="list-style-type: none"> <li>Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.</li> </ul>	X
<ul style="list-style-type: none"> <li>Be admission-ready for a Master of Business Administration program if desired.</li> </ul>	X

<b>Bachelors of Applied Science in Business Administration</b>	
<b>(BASBA) Program Outcomes</b>	
<i>Management/Marketing concentration (M/M):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	X
<ul style="list-style-type: none"> <li>Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to-consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.</li> </ul>	X

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	X
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	

<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>5/3/2016</b>	

**Special requirements of the course:**

na

**Additional information:**

na

**Prepared by:** Larry Muller

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