MAKERERE UNIVERSITY BUSINESS SCHOOL

ACADEMIC YEAR 2023/2024, SEMESTER TWO

COURSE OUTLINE

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| PROGRAMME: |  | Bachelor of Procurement and Supply Chain Management |
| Course Name: |  | Supply Markets Management |
| Course Code: |  | PSM2205 |
| Course Level:  Year |  | Two  (2) |

1. COURSE FACILITATORS:

**Ms. Nakayima Farida 0704136715**

**Mr. Mbago Musa 0779231086**

**Mr. Ouma Ibrahim 0777328363**

**Ms. Mawanda Brenda 0708197345**

**Ms. Idere Madrine 0783692901**

**Course Description**

It is important that purchasing professionals understand the dynamics of the supply markets. This course introduces students to supply markets so that they will acquire the knowledge and skills to effectively manage the supply markets.

**Course objectives**

**The objectives of this course are to;**

1. Introduce students to the basic concepts and principles of managing supply markets
2. Introduce students to the role and practice of supply market research
3. Expose students to the importance of supply markets management
4. Explore the various challenges and problems that confront supply markets management
5. Examine the various models that used to analyse supply markets
6. Introduce students to Supply markets risk management

**Learning Outcomes**

At the end of the course, students will be able to:

1. Describe a typical supply market and how manage a supply market of any product.
2. Explain the different practices used to carry out supply market research
3. Explain the importance of supply markets management.
4. Understand the challenges faced by different supply markets and possible strategies to overcome the challenges.
5. Discuss the basic concepts and principles of managing supply markets, risks and mitigation strategies.
6. Discuss the various models for analysing supply markets.

**Course Content**

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| **S/N** | **TOPIC** | **CONTENT** | **Facilitator** | **HRS** |
| 1 | Introduction to supply markets management | Players in the supply market; Importance of supply markets management; Key concepts of supply markets management | Nakayima Farida | 8 Hrs  (Week 1 and 2) |
| 2 | Supply markets analysis | Market structures and their impact on the procurement process; The kraljic matrix  Macro and micro factors that influence the supply market; Tools of supply market analysis | Mbago Musa | 8 Hrs  (Week 3 and 4) |
| 3 | Supply markets research | Data types and sources; The research process  Data analysis and interpretation | Madrine Idere | 6 Hrs  (Week 5 and 6) |
| 4 | Supplier development | Importance of supplier development; supplier development activities; Challenges of supplier development; | Ouma Ibrahim | 8 Hrs  (Week 7 and 8) |
| 5 | Supply markets risk management | Sources of risk in supply markets / supply market risk categories; Risk identification; Risk mitigation strategies | Ouma Ibrahim and Nakayima Farida | 8 Hrs  (Week 9, 10) |
| 6 | Contemporary issues in supply markets | Ethics in management of supply markets; Use of IT in supply markets | Mawanda Brenda | 6 Hrs  (Week 11 and 12) |
| 7 | Course review | All facilitators to be present |  | (Week 13) |

**Mode of Delivery**

Lectures

Group and class discussions

Tutorials

Guest Lecturer

**Mode of Assessment**

Course work 30%

End of semester examination 70%

Total 100%

**Reference Text Book**

1. Kenneth Lysons & Brian Farrington, (2018), Purchasing and Supply Chain Management, (Eigth Edition), Pearson Education Limited

**Reading List**

Arjan. J. Van Weele, (2010), Purchasing & Supply Chain Management – Analysis, Strategy, Planning and Practice, (Fifth Edition), Thomson Learning