



Course syllabus

Faculty Board of Science and Engineering
School of Engineering

1MT028 Industriell ekonomi II, 7,5 högskolepoäng
Engineering Economics II, 7.5 credits

Main field of study

Industrial Organisation and Economics

Subject Group

Industrial Engineering and Management

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Engineering 2012-12-20

The course syllabus is valid from autumn semester 2013

Prerequisites

1MT008 Management in Manufacturing Industries, or equivalent basic course with strategy-related content.

Objectives

The following themes will be briefly covered:

- Introduction of concepts related to; Industrial marketing, Purchasing and Logistics
- Procurement Strategy – drivers and business approach
- General review of the procurement and purchasing process
- The impact of globalization on Industrial marketing, Purchasing and Logistics
- B2B and marketplanning
- The importance of relationship marketing in the business environment
- Supply Chain Management

Content

The expected outcome of this course is that students understand the linkage between purchase, logistics and industrial marketing/sales. A good and clear understanding of these functions is essential for companies' positive development and to interact between the different actors on the market. They are even essential for a well-functioning and profitable supply-chain. By understanding the interface and content/meaning of purchase, logistics and industrial marketing, companies can develop strategies together that are more goal-directed.

Type of Instruction

Lectures, case discussions and written tasks.

Examination

The course is assessed with the grades U,3,4 or 5.

The course can be examined by written or oral means.

Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported to the students and then archived according to the rules of the school.

Required Reading and Additional Study Material

Compulsary literature

- Arjan J Van Weele, Inköp och supply chain management: analys, strategi, planering och praktik, Studentlitteratur. Latest edition.
- Thomas Speh, Business Marketing Management, South Western College, Latest edition.

Reference literature

- Stig-Arne Mattsson, Logistik i försörjningskedjor, Studentlitteratur. Latest edition.
- Anders Kron, Mikael Wallgren, Inköp i förändring: om organisation, roll och styrning, Liber. Latest edition.