



**Global Initiative on Academic Network (GIAN)
program on
Global Sourcing Strategies and Applications
(February 11-15, 2019)**

Overview

Effective global sourcing is crucial for India. As sourcing's contribution to cost of goods sold is as high as 55% to 60%, it is imperative for managers in India to develop and understand current global sourcing trends and tools. In particular, this course aligns well with Prime Minister Narendra Modi's strategic campaign of 'Make in India' manufacturing programs. This course presents a cross-functional and interdisciplinary view of global sourcing with particular emphasis on using simple models to frame, structure and solve decisions pertaining to some aspect of global sourcing. The proposed approach includes: 1) discussion of cutting edge negotiation and sourcing strategies pursued in exemplar firms; and 2) hands on experiential exercises like negotiation, and cost management through dynamic simulations.

Objectives

1. To expose the learners to leading edge concepts and principles in strategic sourcing as pursued by leading edge firms.
2. To provide applied learning opportunities in strategic sourcing through a combination of case analyses, negotiation exercise and sourcing project.
3. To analyse the existing benchmark case studies to understand and appreciate how the approaches in these cases can be a powerful tool in solving problems in global sourcing.

4. To study the cost-benefit-analysis and E-Commerce benefits from global sourcing strategies.
5. To critically evaluate case studies in global sourcing and videos for class assignments and discussions.

This course is divided into seven modules with the following objectives:

- 1) to introduce latest trends in global sourcing
- 2) to understand strategic outsourcing and offshoring decisions
- 3) to use two case studies to understand global sourcing
- 4) to discuss different strategies for negotiations in global settings
- 5) to understand performance measurement frameworks in global sourcing
- 6) to understand sustainability issues in global supply chains and code of conduct in global settings
- 7) to expose participants to different analytical tools in global sourcing

Who can attend?

- Marketing Executives in the MNC's and Managers from Organised Retail Sector in Mangalore, Bangalore and across the country.
- Students at all levels (M.com, MHRD, MBA, Master of Economics and PhD Students) and research officials from institute of economic and social change Bangalore, Cashew Research Centre, researchers from Mangalore Refinery and Petrochemical Ltd. Mangalore and Faculty from different universities in the country.

Course Duration: Feb 11-15, 2019

Course Schedule

Date	Lectures / Tutorials
February 11, 2019 10:30 – 11:00 hrs	Inaugural Program
11:30 – 12:30 hrs	Trends in Global Sourcing
12:30 – 13:30 hrs	Tools in Global Sourcing – Pricing Analysis

15:00 – 16:00 hrs (Tutorial)	Strategic Outsourcing and Off-shoring (Harvard Case#1)
February 12, 2019 10:00 – 11: 00 hrs	Global Sourcing (Harvard Case #2)
11:00 – 12:00 hrs	Global Sourcing (Harvard Case #3)
12:00 – 13:00 hrs	Negotiations in Global Context
14:00 – 18:00 hrs (Tutorial)	Learning Curve – 1 hour tutorial Negotiations Simulations – 3 hours tutorial
February 13, 2019 10:00 – 11: 00 hrs	Performance Measurement in Global Contexts (Harvard Case #4)
11:00 – 12:00 hrs	Sustainability and Global Supplier Code of Conduct (Harvard Case #5)
14:00 – 16:00 hrs (Tutorial)	Supplier Scorecard and Supplier Risk (Case)– 2 hour tutorial
February 14, 2019 10:00 – 11: 00 hrs	Tools in Global Sourcing – Supplier Financial Analysis
11:00 – 12:00 hrs	Tools in Global Sourcing - Learning curve and Foreign Exchange Currency Management
12.00 – 13.00 hrs (Tutorial)	Tools in Global Sourcing – Quantity Discount Model – 1 hour tutorial
14:00 – 1600 hrs (Tutorial)	Supplier Financial Ratios (Case) and Cash to Cash Cycles (Case) ELECTROSTEEL (Product) WIPRO BPO (Services) (Indian case study)
February 15, 2019 10:00 – 11: 00 hrs	Tools in Global Sourcing - Total Cost of Ownership
11:00 – 12:00 hrs	Total Cost of Ownership (Case); Pricing Analysis (Case)

12:00 – 13:00 hrs 14:00 hrs	Test Valedictory Program
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Foreign Faculty:



Dr. Jayanth Jayaram

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Dr Jayanth Jayaram Dr. Jayanth Jayaram is currently a Full Professor of Management Science and Moore Research Fellow at University of South Carolina, USA. He has been teaching supply chain management and global sourcing courses since 1996. He has a Ph.D. in supply chain management from Michigan State University and MBA from Central Michigan University. He is professionally certified as a Chartered Accountant (India) and as a Certified Professional in Purchasing and Supply Management (CPSM in USA). He has taught courses in supply chain management and global sourcing at Indian Institute of Management, Bangalore, Calcutta and Indore campuses. His research interests are in several areas of supply chain management, including global operations management, new product development and strategic purchasing. He has also won research grants from Institute of Supply Management and Family Owned Business Institute.

Course Co-ordinator



Dr Y. Muniraju

Professor,

Former in charge VC, Dean, and Chairman

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Prof.Y.Muniraju is currently The Professor and Former in charge Vice chancellor, Dean, and Chairman, Faculty of Commerce and Management, Department of Post-graduate Studies in Commerce, MangaloreUniversity. He has been teaching Strategic Marketing Management, Supply Chain Management, International Business, E-Commerce and Insurance Management to Master Level students. He has a Ph.D in Marketing Management from Bangalore University, Karnataka, India. He successfully guided six Ph.D students and two M.phil students, presently working 8 Ph.D students under him. He is actively involved in several research projects and author of the book Strategic Marketing Management. Prof. Y. Muniraju is a key speaker in National and International Conferences and Seminars and BOS member of various Universities in Karnataka. Completed Three Research Projects and published 80 research articles in refereed and reputed national/ international journals. He visited Singapore, Mascot, and Thailand. He presented Hundred Research Articles in National and International Conferences and Seminars. He also organized National level conferences, Seminars and workshops in Mangalore University. A unique workshop for newly research guides was organized in the year 2016 and BOS chairman for UG and PG programmes in the year 2015-2017.

<https://mangaloreuniversity.ac.in/muni-raj>

Course Fee:

Faculty members	Rs.2000
Research Scholars and Guest faculty	Rs.1000
Students	Rs.500
Companies and research organizations	Rs.3000
Foreign participants	US \$500

Note: The participants will be provided with accommodation (on request in advance) on payment basis.

Please contact the Course Co-ordinator for all the queries pertaining to the GIAN course.