

Swiss Management Centre University
Zug, Switzerland



MASTER OF BUSINESS ADMINISTRATION

IN STRATEGIC PROCUREMENT

Global MBA Program

Become a **Business Leader**

www.smcuniversity.com

SMC was founded in 1985 as an executive training provider. In 2002 the institution evolved into an internationally acclaimed university, specialized in offering flexible distance learning Master and Doctorate programs targeted at the working professional.

The core of SMC's student body, which consists of high achievers from currently more than **128 different countries worldwide**, has an advanced professional standing and typically resides at the very top of internationally renowned organizations and businesses. This circumstance creates an unsurpassed added value to SMC's students insofar, as they benefit from sharing extensive experience, knowledge and best practices – a true competitive advantage. SMC's flexible online Master and Doctorate programs can be followed part-time from any place in alignment with the students' personal and professional commitments.

SMC recognizes the need of working professionals and individuals in demand of highest flexibility. Our distance learning system allows students to create personal calendars in alignment with professional and personal commitments. Enrollment is ongoing; the programs can be followed from **any place, at any time and any pace**.

Personal attention is a hallmark of SMC's service culture. Our administration and faculty is amongst the most responsive, attentive and service oriented in the education arena. This is an aspect, which significantly enhances the learning experience, quality and success. Further information can be obtain from: <http://www.smcuniversity.com>

SMC 
Global eLearning

Students in 128 countries
Faculty in 52 countries

... reassuringly **SWISS**



Accreditations & Members

The MBA programs of SMC are accredited by the:

Accreditation Council for Business Schools and Programs

ACBSP is the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence.



SMC University is member of the following ENQA affiliated authority:

European Council of Business Education



A True
Global
MBA
Program



Who should attend?

- You hold a **university degree** (bachelor) and **proficiency in English**.
- You are working in middle management or possess potentials to be leaders, or a business owner of even already a general manager.
- You are a confident and ambitious professional with minimum of **3 years experience** and you have a clear interest in boosting your career in management.
- You want to gain the most advanced world class knowledge from the best international professors and experts and want to **get an international MBA degree in Strategic Procurement without leaving the business world**.

Become a true leader!

At the end of this MBA program, students in essence will acquire:



Program Detail

The Master of Business Administration degree in Strategic Procurement focuses on core procurement and management skills such as contracts, negotiations, project management and supply chain management. Building off the core curriculum of the MBA program, this specialization prepares learners aspiring to work with business and government organizations, either locally or globally.

Leveraging the emerging research, students explore total lifecycle approaches to procurement in a strategic and sustainable manner. This unique concentration provides a competitive advantage for those looking to master their skills in resource management. And as a unique discipline that integrates technology, innovation, e-commerce and many inter-organizational relationships, the courses guide students in how to think systemically.

Learning Outcomes

SMC University offers the MBA in Strategic Procurement degree to prepare students for broader management responsibilities and for more specific assignments in business. Its goals are:

- To develop more refined general management knowledge and skills together with a deeper understanding of strategy and procurement and how it fits within business organizations and how it adds value and contributes to sustainable competitive advantage and ultimately corporate success.
- To develop greater insights through the understanding of the dynamic and rapidly evolving nature of the political, economic, socio-cultural, technological and legal environments due to the increasing globalisation phenomenon and how this is driving e-commerce, e-business and global outsourcing which in turn is impacting and raising the sourcing and procurement industry to a global profile.
- To foster the ability to identify problems, obtain relevant data, design and evaluate alternative approaches, and implement the best choice in managerial decisions in general and for sourcing and procurement in particular.
- To set up a basis for dealing effectively with others through interaction and negotiation with key stakeholders throughout the supply chain.

Duration

The program will be delivered online, one course at a time over a 6-week period. The entire program can be completed in **12 courses x 6 weeks/course**:

- 72 weeks + 6 weeks for submission of last course assignment = 78 weeks
- Capstone project starting concurrently with 11th course lasting = 24 weeks (6 months)
- **Total recommended duration = 84 weeks (21 months)**

Students have up to **3 (three) years** to complete the program.

Delivery Method

The delivery/contact and self-study hours are broken down below:

No.	Delivery mode: Online Faculty Instructions	Hours per wk	No. of weeks	Σ Contact Hrs
1	Faculty instruction through pre-recorded lectures	3	6	18
2	Video Case studies	2	6	12
3	Online tutorials to discuss assignment and revision for test	2	6	12
4	Participation in discussion forums (facilitated)	2	6	12
Subtotal of contact hours for faculty instructions		9	6	54
Expected Self Study				
5	Independent research for assignment	9	6	54
6	Self study	7	6	42
Subtotal of expected self study		16	6	96
OVERALL CONTACT & STUDY HOURS		25	6	150

In the spirit of blended and flexible e-learning, the responsibility of study rests with the student but will be comprehensively supported by **Net Academy**. All of the latest technology ensures that learners obtain the best learning outcomes possible. An integration of e-delivery tools allow students to access course materials, research libraries, discussion forums, course calendar, chat rooms, assignment submissions, course announcements and student grade book and more..

- Electronic resources, e-library, on-line tutorials and chats
- Over 200 various audio-visual business / management titles
- Latest Action Learning series materials by Harvard Business Publishing and other notable sources.

Calendar

eLibrary

Online Lesson

Legend:
 Seminar
 Virtual Classroom

Month	SUN	MON	TUE	WED	THU	FRI	SAT
January 2015				1	2	3	
February 2015	1	2	3	4	5	6	7
March 2015	8	9	10	11	12	13	14
April 2015	15	16	17	18	19	20	21
May 2015	22	23	24	25	26	27	28
June 2015	29	30	31				
July 2015							
August 2015							
September 2015							

PEARSON

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Leading online learning products, deliver customizable content and highly personalized study paths, responsive learning tools, and real-time evaluation and diagnostics.

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Trusted Online Research

Questia is the first online library that provides 24/7 access to the world's largest online collection of books and journal articles in the humanities and social sciences, plus magazine and newspaper articles. You can search each and every word of all of the books and journal articles in the collection.

Google Books

Search the latest index of the world's books. Find millions of great books you can preview or read for free.

MBA507 International Business and Trade

Timetable ID : 1440
 Lecturer : DR IAN MACKECHNIE
Ph.D., M.Com., B.A.(Hons), B.Acc., B.A., Adv.Dip.Bus.(Acc)
 Start Date : Mon, 11 May 2015
 End Date : Sun, 21 Jun 2015
 Duration : 6 Weeks

Welcome Note
Go to Class

Course Synopsis
 International business differs in important ways from business conducted within national borders. It poses additional challenges for managing trade or investments in foreign countries, but it also offers new opportunities in foreign markets. This course provides a framework for analyzing decisions made by firms in an international context. In turn, this framework provides the basis for formulating strategies that will enable businesses to succeed in the international business environment. This course combines material from strategy, international finance, trade theory, trade policy, marketing, human resource management and other related areas.

Learning Objectives / Outcomes
 At the end of this course the student will be able:

- To develop students' knowledge to apply knowledge and information in business strategy.
- Develop an understanding of important international business terms and concepts.
- Develop and recognize the impact of international business and its influence on global markets.
- Analyze ethical, diversity and societal dimensions of international business.
- Identify the role and impact of cultural values on international business.
- Discuss the impact of global markets and how it influences U. S. markets and foreign direct investment.
- Develop a truly global approach in identifying, analyzing and solving and framing business problems.
- Analyze strategic monetary policy across geographical locations.
- Develop knowledge and skills regarding logistics, strategy, and marketing and human resource management in a global context.
- Critically analyze global business cases.

What you will learn

Core Stage (8 modules of 6 weeks each)

MARKETING MANAGEMENT

Enhance your understanding of the aspects of marketing as a social science and a business field. The course reveals the “drama” of modern marketing, reflecting the major trends and forces that are impacting this dynamic and ever-changing field.

MANAGERIAL FINANCE & ACCOUNTING

The course in general concentrates on developing a high level understanding of the tactical and strategic significance of the financial management function within organizations. It covers the main financial tools of the company reporting system and the means of analyzing corporate performance.

BUSINESS RESEARCH

This course is designed to provide a strategic view and understanding of the businesses environment. In every organization, to succeed executives need to fully understand business strategy as a whole and to create a solid understanding of how their present decisions might affect the business in the medium to long run.

MANAGERIAL ECONOMICS

Managerial economics is the application of economic theory to managerial issues. Practitioners – Nestle executives, McKinsey consultants, Credit Suisse First Boston investment bankers – often rely on economic analysis when they tackle business issues or make important strategic decisions.

HUMAN RESOURCES MANAGEMENT

The course introduces you to contemporary issues in the field both from a global and strategic perspective. It provides the basis for understanding labour relations, compensation and benefits schemes as well as the role of HR in the organisation.

INTERNATIONAL BUSINESS and TRADE

This course provides a framework for analyzing decisions made by firms in an international context. In turn, this framework provides the basis for formulating strategies that will enable businesses to succeed in the international business environment. This course combines material from strategy, international finance, trade theory, trade policy, marketing, human resource management and other related areas.

MANAGEMENT

The primary aim of this course is to help the student develop a basic understanding of the essentials of management and the nature of complex organizations. In order to accomplish these goals we will focus on the basic theories, principles, concepts, etc. of management and organizations; attempt to develop rational and systematic techniques of analysis and inquiry; and endeavor to interface theory with practice. The orientation of this course will be toward providing professional managerial skills.

BUSINESS DEVELOPMENT MANAGEMENT

This course introduces you to the issues, strategies, and relationships that relate to the job of developing sustainable revenue through well managed sales & business development activities. You will become acquainted managing a sales force and helping them sell. Special emphasis is put on developing a sales force program, managing strategic account relationships, team development, diversity in the work force, sales force automation, problem-solving skills, and financial issues.

What you will learn

Specialization Stage (4 major modules of 6 weeks each)

SUPPLY CHAIN MANAGEMENT

This course explores global corporate sourcing and its connection with the end-customer's satisfaction with the product or service provided. Students learn how to conduct the make-buy analysis; evaluate the risk/reward of outsourcing from a holistic perspective; evaluate the potential impact upon the end-customers and brand recognition; provide leadership necessary to motivate those not under one's direct control; anticipate long term sustainability issues; and manage the processes.

CONTRACTS and NEGOTIATIONS

This course will cover Contract Management and effective Negotiation tactics. Strategic Negotiations is much more than a set of techniques for gaining control at the bargaining table. In a rich learning experience that includes faculty lectures, case studies, group discussions, and hands-on practice will enhance your international negotiation skills.

MANAGING PURCHASING and LOGISTICS PROJECTS and PROGRAMS

This course provides learners with an understanding of purchasing and logistic considerations for managing projects and programs. The course will explore the primary considerations of contracts, timing, sustainability, and supply chain relationships. In this way the student will be provided with the opportunity to see how different approaches to procurement and logistics can change the outcome of projects and programs, from theory to practical application.

STRATEGIC and SUSTAINABLE PROCUREMENT

This course provides learners with an understanding of global business viewed from the perspective of procurement and value chains. The strategic component of the course explores procurement from a global view of the organization, and its place in the value chain leading from raw materials to consumers. The sustainable portion of the course explores the convergence of ethics and values with the responsibilities and challenges associated with global value chains.

Capstone Project Stage

CAPSTONE PROJECT

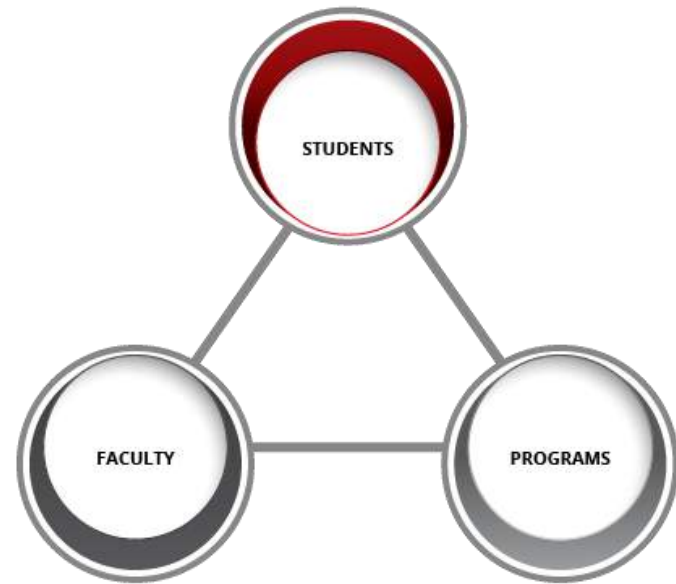
The Capstone Project is a graduation requirement and is to be taken as the final course of the SMCU MBA program. The aim of the Capstone is to allow students to go through a [transition from theoretical learning and case studies to a more applied real-life experiential learning in the workplace](#). All students of the MBA program will utilize and integrate their knowledge and skills acquired over preceding subjects to successfully complete their Capstone. This final project will showcase the student's ability in [critical analysis and creative thinking](#) along with planning, implementation and evaluation of a real-world project. It will also require the student to have [problem-solving, oral and written communication and organisational skills](#). The Capstone allows students to demonstrate all the said abilities in a new area of learning, growth and personal development. The Capstone requires a student to submit a supervisor-approved written research proposal followed by a full written research project on any business and management area of their interest.

Capstone Project Expectations

- A research-based paper between 50 and 70 pages;
- An action project, accompanied by a substantial essay that sets the project within intellectual and personal contexts; discusses its design, process and outcomes; and reflects on the student's learning;
- A creative project, accompanied by a substantial essay that's sets the project within intellectual and personal contexts, discusses the process and its outcomes, and reflects on the student's learning; or
- An apt combination of these forms.

What is different of SMC's MBA?

- 1) SMC can boast of a large number of students from all continents. With students from **over 120 countries**, **SMC is undoubtedly one of the most global Universities in the world**. What this means is a continually integrated and diversified student body built on the understanding of the power in **cross-cultural learning** and the **personal growth** that comes from it.
- 2) The SMC experience is focused on three pillars of excellence: **the Students, the Faculty and the Programs**. Within this section you can get familiar with our many top students and faculty from our global campus.
- 3) The first MBA program in Vietnam specialize in **Strategic Procurement**.
- 4) A part-time e-learning program, you can learn **anywhere, anyplace and anytime**. All the assessments for the MBA program are worked online. Student can flexible finish the assessment at their suitable time.
- 5) SMC recognizes the need of working professionals and individuals in demand of highest flexibility. Our distance learning system allows students to **create personal calendars in alignment with professional and personal commitments**.
- 6) An open learning environment, you can **apply what you learned from the program into the real work**. From the program, you will learn through discussion, business case studies, you can earn more management skills and experiences while learning this program.
- 7) A preparation for the **career advancement**, with highly chance of promotion and salary increase.



Assessment Methods

Assessment for the SMCU MBA program for all courses will use a combination of:

- Summative assessment (Online test): test students on what was covered in the syllabus
- Formative assessment (Coursework Assignment): test students on practical application of theory

Tuition

Number of Courses	EUR	VND
12	4,400	105,000,000*

Program fees are priced and invoiced in Vietnam Dong (VND)

* Payment in other currencies will be converted to VND at the exchange rate on that day. Bank transfer is the preferred method of payment.

Admission Criteria

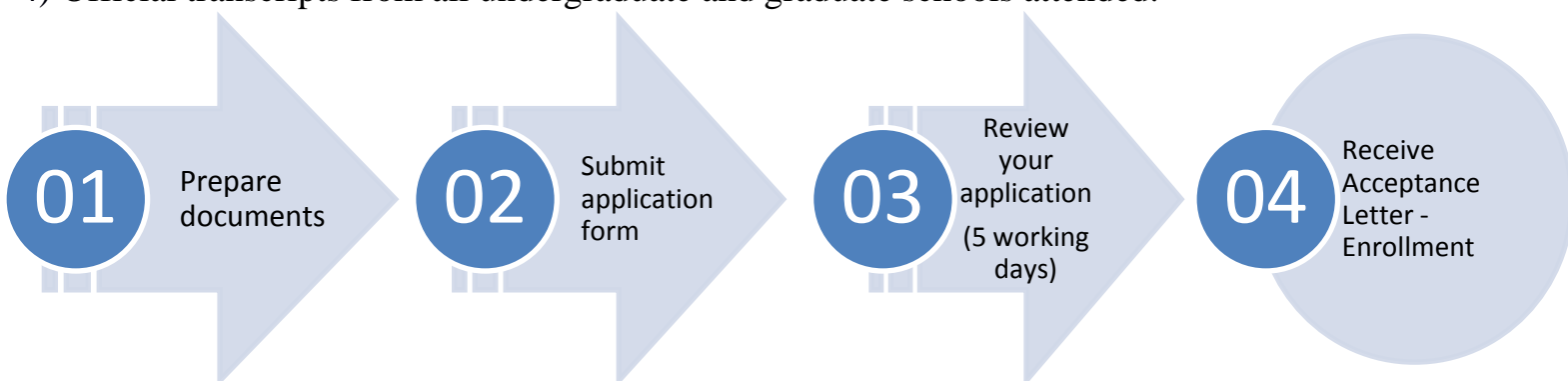
Successful applicants must fulfill the following criteria:

- Undergraduate degree from an internationally recognized academic institution.
- Minimum 3 years of work experience in middle management (or equivalent, respective to the profession)
- Proficiency in English

Application Procedures

Each of the following must be submitted:

- 1) A completed Application for Admission form. (provided by VIL)
- 2) A signed Disclaimer form. (provided by VIL)
- 2) A detailed resume.
- 3) Copy of passport or ID with photo.
- 4) Official transcripts from all undergraduate and graduate schools attended.



Master of Business Administration



Most students appreciate the opportunity to complete a master program without leaving the business world. SMC allows students to apply what they learn in the program at their work and apply what they learn in the workplace in their course of studies.

For more information, please contact:



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