

International Business and Purchasing



Crédits ECTS
Exchange
4.0



Composante
Institut
universitaire
de technologie
(IUT2)



Période de
l'année
Printemps (janv.
à avril/mai)

- > **Langue(s) d'enseignement:** Anglais
- > **Ouvert aux étudiants en échange:** Oui
- > **Crédits ECTS Exchange:** 4.0

Présentation

Description

For most companies, well-driven sourcing and purchasing strategies are important factors aimed at increasing operating margins and profit.

In this class, students will learn about the buying office's organization for B to B and B to C business. They will also learn about the buyer's philosophy, studied from the buyer's side, so they can better negotiate with providers and improve the quality of the business relationship of their company with its distributors.

The growing influence of the web in international purchasing and "Amazon" business model will also be analyzed.

Infos pratiques

Campus

- > Grenoble - Doyen Gosse