International trade

Niveau d'étude
Bac +2

Crédits ECTS Echange
3.0

Composante
Institut universitaire de technologie de Valence (IUT Valence)

Volume horaire
15h

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

Diplômes intégrant cet élément

- Course offer for international exchange students - IUT Valence

Langue(s) d'enseignement: Anglais

Ouvert aux étudiants en échange: Oui

Crédits ECTS Echange: 3.0

Présentation

Description

In this course, you will learn how to formulate an international purchasing business strategy by conducting a structured export/ import diagnostic using strategic tools (internal information gathering) and select appropriate export and import markets using indicators.

Objectifs

• Analyzing the international purchasing strategies of companies to understand their stakes and their implications in the global functioning of the company
• Identifying purchasing issues (Kraljik matrix, Pareto analysis of suppliers, etc.)
• Understanding the purchasing process adapted to the stakes: needs study, specifications, sourcing, selection matrix, notion of internal customer and supplier
• Understanding company policy and purchasing policy

Informations non contractuelles.
Dernière mise à jour le 30 juin 2026

• Managing a purchasing watch: supplier mapping
• Paying attention to ethics and responsibility of the buyer

Infos pratiques

Lieu(x) ville

Valence

Campus

Valence - Briffaut

Informations non contractuelles.
Dernière mise à jour le 30 juin 2026