

International trade



Crédits ECTS
Echange
3.0



Composante
Institut
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technologie de
Valence (IUT
Valence)



Volume horaire
15h



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

- > **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 (Kraljick 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
- Managing a purchasing watch: supplier mapping
- Paying attention to ethics and responsibility of the buyer