

Level: Intermediate		Fee : € 450
e-Modules' titles	Objectives	Content
NEEDS DEFINITION – STAKEHOLDER ANALYSIS	<p>This module aims at using some advanced Purchasing tools & practices, & defining a category strategy:</p> <ul style="list-style-type: none"> - identifying the stakeholders involved in the purchasing process - adapting communication to their roles & expectations 	<ol style="list-style-type: none"> 1. CRM 2. From CRM to IBP 3. The Buying Centre
MARKET DYNAMICS - PORTER	<p>This module aims at using some advanced Purchasing tools & practices, & defining a category strategy:</p> <ul style="list-style-type: none"> - the importance of market dynamics - determining market dynamics with Porter's 5 forces 	<ol style="list-style-type: none"> 1. Under & over-capacity cycles 2. Porter's 5 forces 3. Case study
DEFINING A CATEGORY STRATEGY - KRALJIC	<p>This module aims at using some advanced Purchasing tools & practices, & defining a category strategy:</p> <ul style="list-style-type: none"> - defining & building a purchasing strategy - the purchasing focus per segment - the levers of the purchasing strategy 	<ol style="list-style-type: none"> 1. The Kraljic matrix 2. Procurement focus per segment 3. Category procurement strategy levers identification
RISK ANALYSIS	<p>This module aims at using some advanced Purchasing tools & practices, & defining a category strategy:</p> <ul style="list-style-type: none"> - identifying supply risk factors - how & when to perform a Risk Analysis - what actions to take according to risks 	<ol style="list-style-type: none"> 1. Risk factors 2. Risk analysis methodology 3. Risk prevention
eAUCTIONS	<p>This module aims at using some advanced Purchasing tools & practices:</p> <ul style="list-style-type: none"> - the benefits & challenges of eAuctions - understanding the specificities of the 4 main eAuction types 	<ol style="list-style-type: none"> 1. Introduction 2. Introducing eAuctions 3. eAuction suitability 4. eAuction types 5. eAuction features
KPIs	<p>This module aims at defining & implementing some main indicators & knowing how to use some advanced Purchasing tools & practices:</p> <ul style="list-style-type: none"> - using KPIs to track supplier performance - understanding KPI measurement & challenges 	<ol style="list-style-type: none"> 1. Introducing SRM KPIs 2. Measuring KPIs 3. KPI measurement process 4. Challenges with KPI measurement