

<b>Course identification :</b>	- Teaching unit : <b>International Business</b> - Module : <b>Marketing</b> - Subject : <b>International Purchase</b>	<b>ECTS credits :</b> “ <b>International Purchase</b> ” and “ <b>International Sales</b> ” <b>build a common module which bears 5 ECTS credits</b>	<b>Semester : autumn</b> <b>Teaching hours : 18h</b> <b>Full workload : 63h</b>
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<b>Objectives of the course :</b>	Give the students understanding of the basic elements of a supply policy of a company
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<b>Prerequisites :</b>	General understanding of the functioning of a company and its goals.
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<b>Course contents :</b>	<p><b>Topics</b></p> <ol style="list-style-type: none"> <li>a. What is purchasing ?</li> <li>b. Techniques used in purchasing</li> <li>c. Purchasing policy, purchasing strategies</li> <li>d. Purchase marketing</li> <li>e. Purchasing process</li> <li>f. Define the specs</li> <li>g. Select the suppliers</li> <li>h. Establish the order</li> <li>i. The purchasing manager role</li> <li>j. International purchasing</li> </ol>
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<b>Evaluation :</b>	Students have to work on case studies in groups and to send an individual diary.
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<b>Bibliography :</b>	
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<b>Remarks :</b>	
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