



Postgraduate Diploma Purchasing and Procurement Function

» Modality: online

» Duration: 6 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

» Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar fields

Website: www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-purchasing-procurement-function

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01 **Welcome**

It is essential for any company to have good procurement and sales logistics, since a failure in this part of the chain has a direct impact on the development of all subsequent business activity. In this way, managers with specific positions in purchasing and procurement management are of high value for any sector, since the correct flow of all business channels depends on them. For this reason, TECH Technological University has prepared the following program with specific instruction in leadership, logistics and procurement, so that the student has all the necessary knowledge for the correct management of this important business area.









tech 08 | Why Study at TECH?

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95%

of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

200+

executives trained each year

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Why Study at TECH? | 09 tech

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

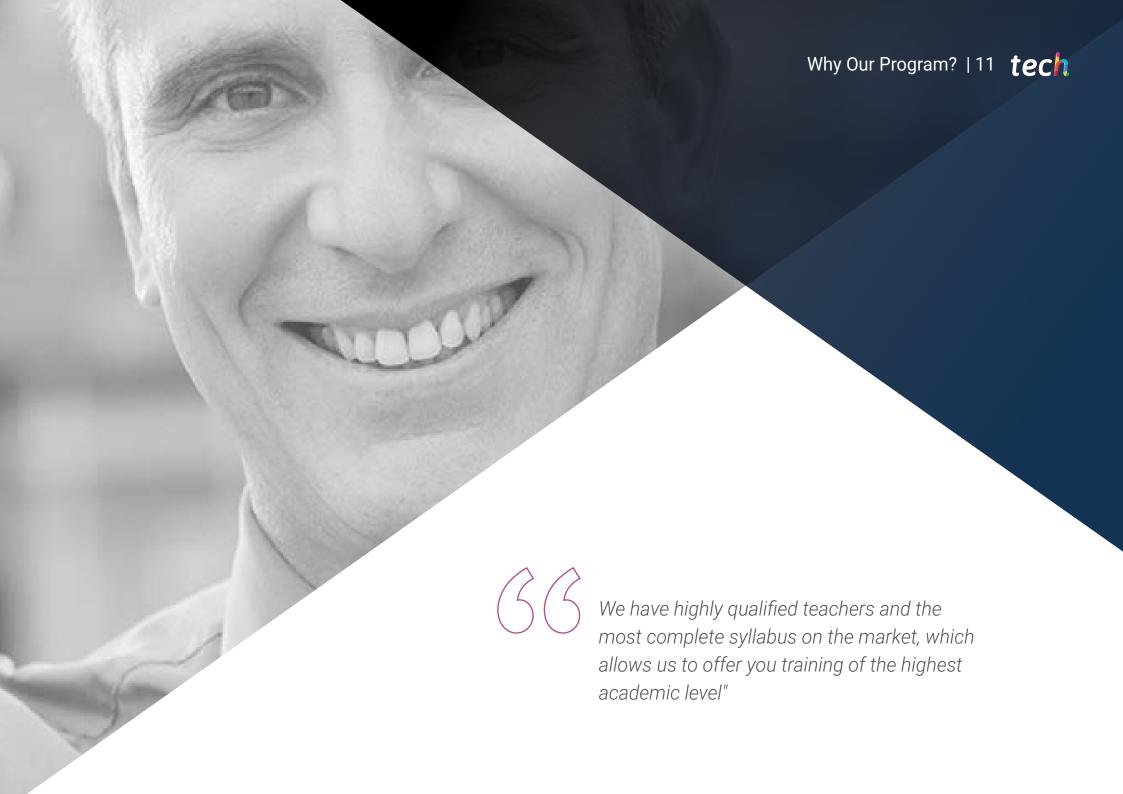
TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.





tech 12 | Why Our Program?

This program will provide students with a multitude of professional and personal advantages, particularly the following:



A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.



Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.



Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.



Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.



Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.



Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.



Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

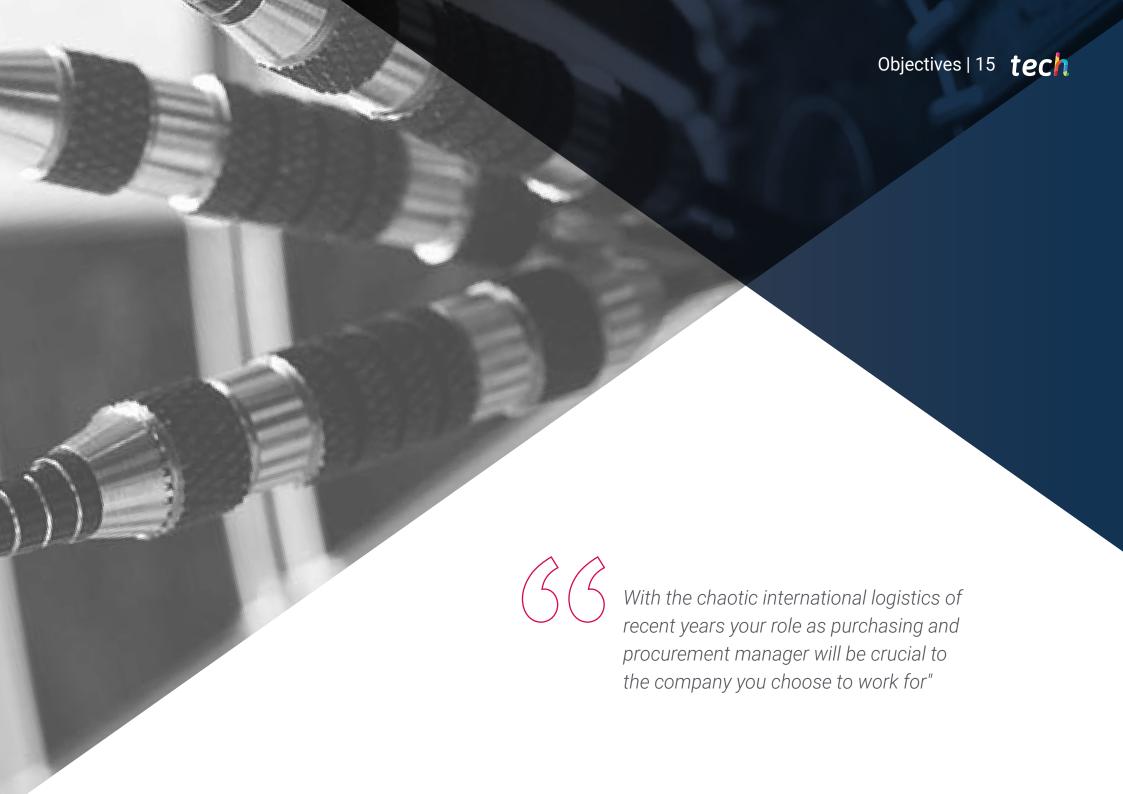


Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

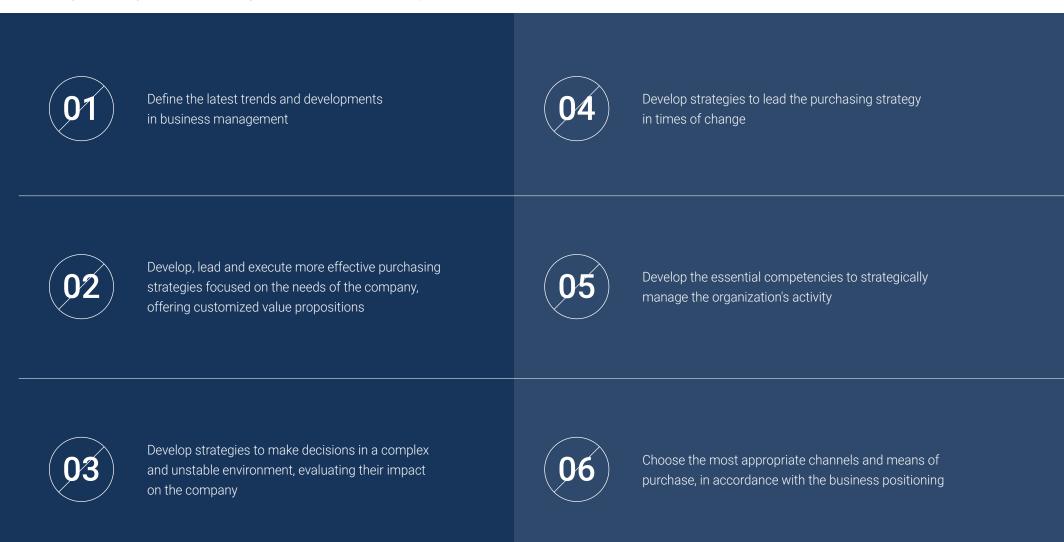




tech 16 | Objectives

TECH makes the goals of their students their own goals too.. Working together to achieve them.

The Postgraduate Diploma in Purchasing and Procurement Function qualifies students to:

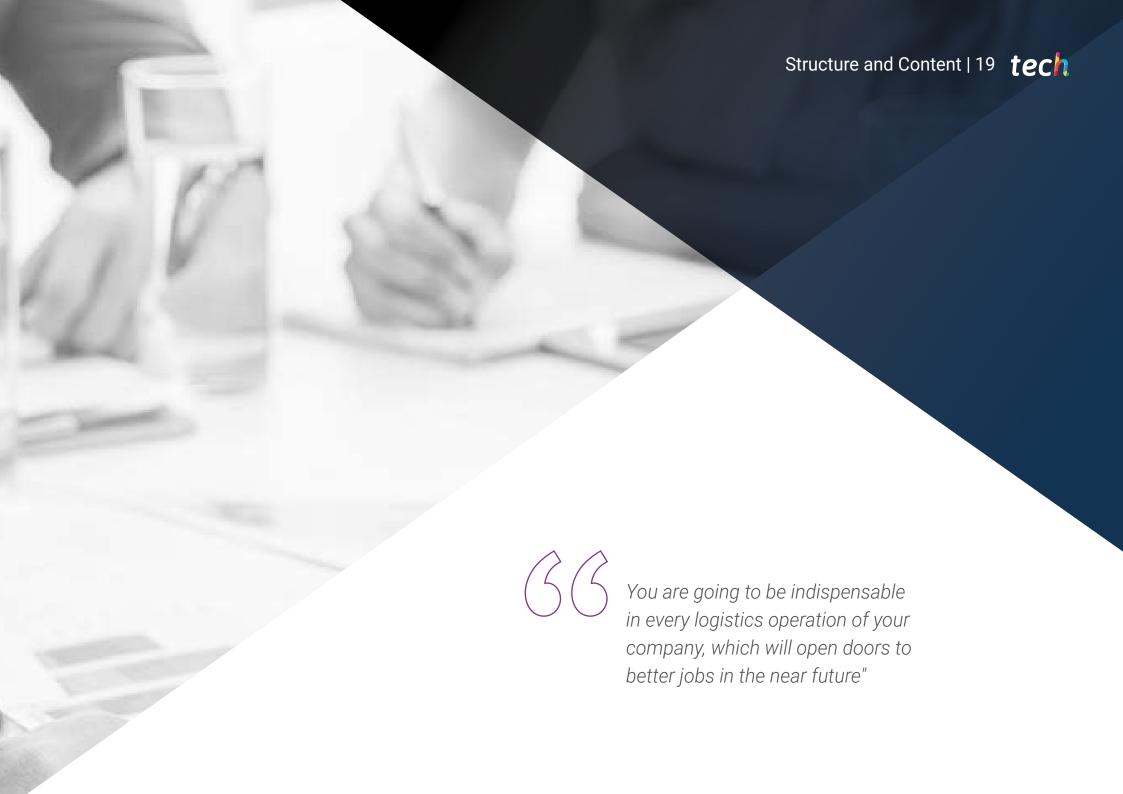






Develop the ability to detect, analyze and solve problems





tech 20 | Structure and Content

Syllabus

The Postgraduate Diploma in Purchasing and Procurement Function of TECH Technological University is an intensive program that prepares its students to make decisions in the logistics sector of purchasing and procurement, ensuring that the entire business production chain remains smooth and well supplied.

Its main objective is therefore to promote the personal and professional growth of its students, helping them to achieve professional success. The content of the Postgraduate Diploma in Purchasing and Procurement Function is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 450 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma in Purchasing and Procurement Function deals in depth with the techniques and intricacies of purchasing and procurement management, with special emphasis on market research and logistics team leadership.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1.	Management and Leadership
Module 2.	Logistics and Economic Management
Module 3.	Market Research
Module 4.	Purchasing and Procurement Function



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Purchasing and Procurement Function completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

tech 22 | Structure and Content

Module 1. Management and Leadership 1.1. General Management 1.2. Strategic Management 1.3. Competitive Strategy 1.4. Corporate Strategy 1.1.1. Integrating Functional Strategies into the Establish the Strategic Position: Mission, 1.3.1. Market Analysis 1.4.1. Driving Corporate Strategy Global Business Strategies 1.3.2. Sustainable Competitive Advantage 1.4.2. Pacing Corporate Strategy Vision and Values 1.1.2. Management Policy and Processes 1.2.2. Developing New Businesses 1.3.3. Return on Investment 1.4.3. Framing Corporate Strategy 1.1.3. Society and Enterprise 1.2.3. Growth and Consolidation of the Company 1.5. Planning and Strategy 1.6. Talent Management 1.7. Management and Leadership 1.8. Change Management Development 1.5.1. The Relevance of Strategic Direction in the Managing Human Capital 1.8.1. Performance Analysis Management Control Process Environment, Strategy, and Metrics 1.8.2. Leading Change. Resistance to Change 1.7.1. Leadership and Leadership Styles 1.5.2. Analysis of the Environment and 1.8.3. Managing Change Processes 1.6.3. Innovation in People Management 1.7.2. Motivation 1.8.4. Managing Multicultural Teams the Organization 1.7.3. Emotional Intelligence 1.5.3. Lean Management 1.7.4. Skills and Abilities of the Leader 2.0 1.7.5. Efficient Meetings 1.9. Negotiation 1.9.1. Intercultural Negotiation 1.9.2. Negotiation Focuses 1.9.3. Effective Negotiation Techniques 1.9.4. Restructuring Module 2. Logistics and Economic Management 2.4. Financial Management for **Economic Analysis of Decisions** 2.3. Investment Valuation and 2.1. Financial Diagnosis Portfolio Management Purchasing Management 2.1.1. Indicators for Analyzing Financial Statements 2.2.1. **Budget Control** 2.1.2. Profitability Analysis Competitive Analysis. Comparative Analysis 2.3.1. Profitability of Investment Projects and 2.4.1. Multiplier Effect of Purchases on Profits 2.1.3. Economic and Financial Profitability 2.2.3. Decision-Making, Business Investment Value Creation 2.4.2. Profitability and Cost Reduction or Divestment of a Company 2.3.2. Models for Evaluating Investment Projects 2.4.3. Opportunity Cost of Assets 2.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees 2.7. Supply Chain Management 2.5. Economic Control of Purchases 2.6. Warehouse, Stock and 2.8. Logistical Processes Logistics Management Costs and Efficiency of the Operations Chain 2.5.1. KPIs, Key Purchasing Management Organization and Management by Processes Indicators 2.7.2. Change in Demand Patterns Procurement, Production, Distribution 2.6.1. Purchasing Logistics Management 2.5.2. Impact on Total Cost of Proper 2.7.3. Change in Operations Strategy 2.8.3. Quality, Quality Costs, and Tools 2.6.2. Stocks Management **KPIs Management** 2.8.4. After-Sales Service 2.6.3. Warehouse Management 2.5.3. Economic and Purchasing Control Scorecard 2.9. Logistics and Customers 2.10. International Logistics 2.9.1. Demand Analysis and Forecasting 2.10.1. Customs, Export and Import processes 2.9.2. Sales Forecasting and Planning 2.10.2. Methods and Means of 2.9.3. Collaborative Planning, Forecasting, International Payment and Replacement 2.10.3. International Logistics Platforms

 3.1. New Competitive Environment 3.1.1. Technological Innovation and Economic Impact 3.1.2. Knowledge Society 3.1.3. The New Consumer Profile 	 3.2. Quantitative Research Methods and Techniques 3.2.1. Variables and Measurement Scales 3.2.2. Information Sources 3.2.3. Sampling Techniques 3.2.4. The Treatment and Analysis of Data 	 3.3. Qualitative Research Methods and Techniques 3.3.1. Direct Techniques: Focus Group 3.3.2. Anthropological Techniques 3.3.3. Indirect Techniques 3.3.4. The Two Face Mirror and The Delphi Method 	3.4. Market Segmentation3.4.1. Market Typologies3.4.2. Concept and Analysis of the Demand3.4.3. Segmentation and Criteria3.4.4. Defining the Target Audience
3.5. Types of Buying Behavior 3.5.1. Complex Behavior 3.5.2. Dissonance Reducing Behavior 3.5.3. Variety Seeking Behavior 3.5.4. Habitual Purchasing Behavior Module 4. Purchasing and Procurement	 3.6. Marketing Information Systems 3.6.1. Conceptual Approaches to Marketing Information Systems 3.6.2. Data Warehouse and Datamining 3.6.3. Geographical Information Systems 	 3.7. Research Project Management 3.7.1. Information Analysis Tools 3.7.2. Developing an Expectation Management Plan 3.7.3. Assessing the Feasibility of Projects 	3.8. Marketing Intelligence 3.8.1. Big Data 3.8.2. User Experience 3.8.3. Applying Techniques
 4.1. Development of the Sales Process 4.1.1. Mission, Objective and Structure of the Purchasing and Procurement Department 4.1.2. Main Components of the Purchasing Department 4.1.3. Purchasing and Logistic Flow of the Company 4.1.4. Indicator Management, Scorecard 		 4.3. Price, Cost and Purchase Value Analysis 4.3.1. Category Management 4.3.2. RFP and RFQ Systems 4.3.3. International Pricing Index 4.3.4. Dynamic Pricing 	 4.4. Purchasing Risk Management 4.4.1. Nature of the Risk 4.4.2. Risks in the Supply Market 4.4.3. Insurance 4.4.4. Price Risks, Volatility

4.6.1. Purchase of Services
4.6.2. Purchase of Equipment
4.6.3. Purchase of Merchandising, Marketing and Advertising
4.6.4. IT, Transportation and Other Sectors
4.6.5. Procurement in the Public Sector

Module 3. Market Research

4.5.3. Application Costs and Most Commonly Used Systems
4.5.4. E-Purchasing



This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





tech 26 | Methodology

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.





This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.



You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

tech 28 | Methodology

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



Methodology | 29 **tech**

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



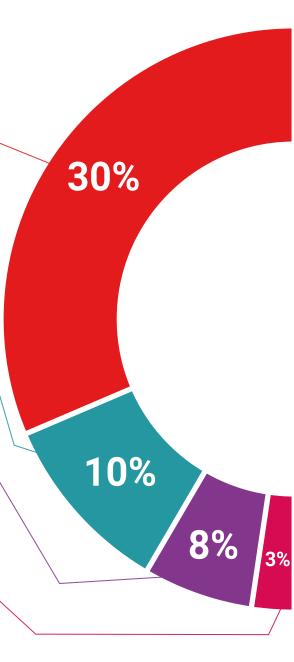
Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.



This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

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We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

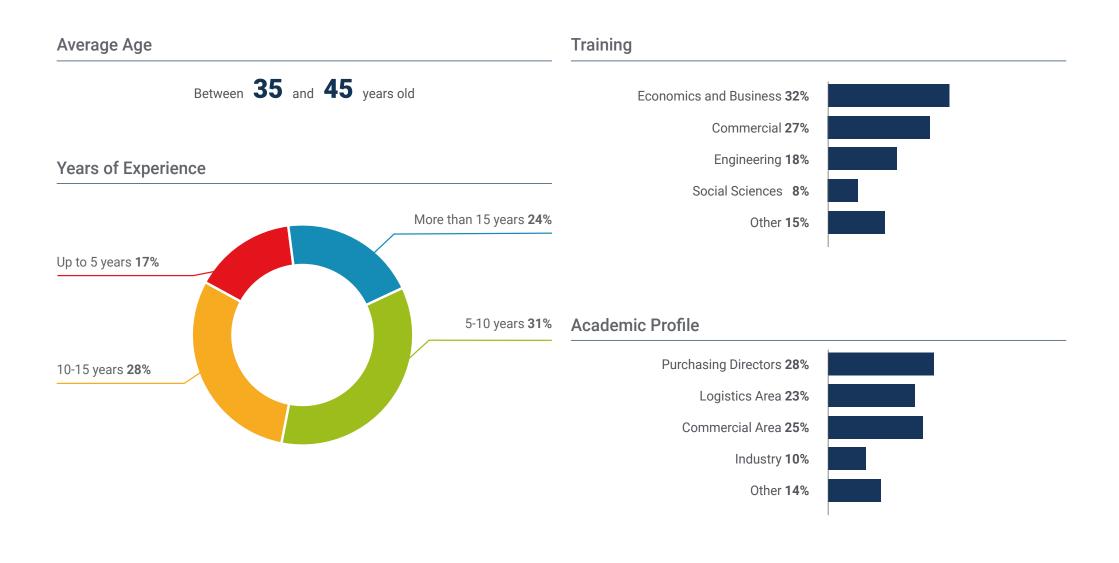


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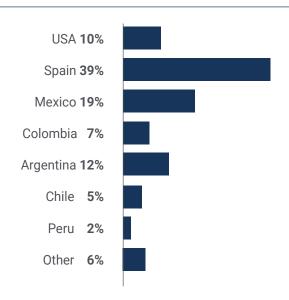




tech 34 | Our Students' Profiles



Geographical Distribution





Santos Rodríguez

Purchasing Manager of a Multinational Company

"This Postgraduate Diploma has been a great opportunity to advance my career, since it has allowed me to discover skills that I had not developed and that I can now apply in my work. The purchasing and procurement function is an important point within my company, and, thanks to the completion of this program, I have been able to move up in my profession to become the person in charge of this department. Personally, I consider this to be the best program I could have found to continue my studies"





Director Invitado Internacional

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of global procurement manager in Google's Technical Infrastructure and Data Center division, where he has spent most of his career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master data integrity, vendor data updates and vendor prioritization. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including marketing, media analytics, measurement and attribution. In fact, he has received several awards for his work, including the BIM Leadership Award, the Search Leadership Award, Export Lead Generation Program Award and the EMEA Best Sales Model Award.

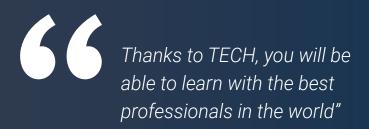
Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. Developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



D. Arens, Manuel

- Global Procurement Manager Google, California, USA
- Senior Manager, B2B Analytics and Technology at Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Account Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany



tech 40 | Course Management

Management



Mr. Larrosa Guirao, Salvador

- Finance Specialist
- Expert in Market Research, Finance and Risk Analysis
- University Teacher

Professors

Ms. Gomis Noriega, Silvia

- Specialist in innovation
- R&D&I Coordinator
- Technology Transformation Expert
- Teacher







Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Diploma in Purchasing and Procurement Function at TECH Technological University is an intensive program that prepares you to face the challenges and decisions at the business level. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

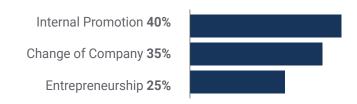
Immerse yourself in the study of this complete program and get that promotion you want so much.

Achieve professional improvement in a short time thanks to this quality specialization offered by TECH Technological University.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than 25.22% for our students

Salary before **\$77,000**

A salary increase of

25.22%

\$96,419





tech 48 | Benefits for Your Company

Developing and retaining talent in companies is the best long-term investment.



Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.



Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.



Building agents of change

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.



Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of the world economy.





Project Development

The managers will be able to work on a real project or develop new projects in the field of R&D or business development of their company.



Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.





tech 52 | Certificate

This **Postgraduate Diploma in Purchasing and Procurement Function** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: Postgraduate Diploma in Purchasing and Procurement Function
Official N° of hours: 450 h.



^{*}Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



Postgraduate Diploma Purchasing and Procurement Function

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