

Comprehensive in The A-Z of Purchasing & Supply Chain Management

27 September – 8 October 2027
Casablanca (Morocco)

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Introduction

Managing the purchasing function in today's business environment requires far more than processing orders and negotiating prices. As organizations become more interconnected and supply chains more complex, purchasing professionals are expected to play a strategic role in cost control, supplier performance, risk reduction, operational continuity, and value creation. Purchasing is now a core business function that directly influences supply chain efficiency, service quality, and overall organizational success.

This Certificate in Purchasing and Supply Chain Management course is designed to provide participants with the practical knowledge and professional skills needed to lead purchasing activities effectively within the wider context of supply chain management. The program explores the strategic role of purchasing, supplier evaluation, negotiation, value analysis, performance measurement, risk management, and sustainable purchasing practices. By the end of the course, participants will be better prepared to improve purchasing performance, strengthen supplier relationships, and contribute more effectively to supply chain excellence.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of purchasing and its connection to supply chain performance.
- Evaluate suppliers using structured criteria related to performance, capability, risk, and value.
- Apply negotiation strategies that support stronger commercial outcomes and supplier agreements.
- Use value analysis techniques to improve efficiency and reduce purchasing-related costs.
- Identify and monitor purchasing KPIs to measure performance and support continuous improvement.
- Strengthen purchasing efficiency through better service, ethical practice, and stakeholder alignment.
- Integrate purchasing decisions more effectively across the wider supply chain function.
- Address supply risks and support sustainable purchasing practices in changing business environments.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Course Outlines

Day 1: The Strategic Role of Purchasing

- Understand the meaning and purpose of purchasing in modern organizations.
- Explore how purchasing supports business strategy and operational performance.
- Examine the relationship between purchasing and supply chain management.
- Define the mission of the purchasing department and its contribution to organizational goals.
- Review the changing responsibilities of purchasing professionals in a global business environment.

Day 2: Supplier Evaluation and Negotiation

- Understand the key principles of supplier evaluation and why they matter in purchasing decisions.
- Learn how to assess supplier capability, quality, cost, responsiveness, and overall value.
- Explore the fundamentals of negotiation and how preparation influences negotiation outcomes.
- Understand power dynamics and communication techniques used in supplier negotiations.
- Develop practical approaches for securing favorable agreements while maintaining strong supplier relationships.

Day 3: Enhancing Purchasing Efficiency

- Learn how to improve purchasing service to internal stakeholders and end users.
- Explore methods for collecting and using stakeholder feedback to improve purchasing performance.
- Review process improvement techniques that streamline purchasing workflows and reduce delays.
- Understand the ethical considerations involved in supplier and end-user relationships.
- Identify practical ways to improve responsiveness, consistency, and efficiency in purchasing operations.

Day 4: Value Analysis and Cost Reduction

- Understand the purpose of value analysis and how it supports better purchasing decisions.
- Learn how to apply structured questioning techniques to identify cost-saving opportunities.
- Explore methods for reducing total cost without reducing required quality or performance.
- Examine how value analysis improves purchasing productivity and decision-making.
- Develop strategies for balancing cost reduction with service, reliability, and supplier performance.

Day 5: Transitioning to a Strategic Role

- Explore how purchasing can move from an administrative role to a strategic business function.
- Understand the leadership capabilities needed for strategic purchasing management.
- Learn how to align purchasing decisions with long-term business priorities and supply goals.
- Review the role of purchasing in supporting innovation, competitiveness, and organizational growth.
- Develop a broader view of how purchasing contributes to value creation across the organization.

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Day 6: KPIs for Purchasing Performance

- Understand the importance of performance measurement in purchasing and supply activities.
- Learn how to identify the most relevant KPIs for purchasing performance evaluation.
- Explore how to measure cost savings, supplier performance, lead times, and service levels.
- Review how KPI data can support reporting, accountability, and decision-making.
- Develop approaches for using performance indicators to drive improvement and efficiency.

Day 7: Supply Chain Integration

- Understand the wider structure of supply chain management and the place of purchasing within it.
- Explore how purchasing interacts with production, logistics, sales, and inventory functions.
- Learn how cross-functional collaboration improves supply chain performance and customer satisfaction.
- Examine the importance of communication and coordination across the supply chain.
- Develop a clearer understanding of how purchasing decisions affect the end-to-end flow of goods and services.

Day 8: Risk Management in Purchasing

- Identify the common risks that affect purchasing and supply chain operations.
- Learn how to assess supplier-related, market-related, and operational purchasing risks.
- Explore methods for reducing exposure to disruption, shortages, delays, and cost volatility.
- Understand how crisis management planning supports continuity in purchasing activities.
- Develop practical approaches for strengthening resilience and responsiveness in procurement operations.

Day 9: Sustainable Purchasing Practices

- Understand the growing importance of sustainability in purchasing and supply chain management.
- Explore how environmental, social, and ethical considerations affect supplier selection and purchasing decisions.
- Learn how to build long-term supplier relationships based on responsibility and shared value.
- Examine how sustainable purchasing supports organizational reputation and long-term performance.
- Develop practical ideas for integrating sustainability into purchasing policies and everyday decisions.

Day 10: Course Review and Practical Application

- Review the major concepts covered throughout the course, including strategy, supplier evaluation, negotiation, value analysis, KPIs, risk, and sustainability.
- Apply course knowledge to practical case studies and real purchasing scenarios.
- Participate in role-play exercises that strengthen analysis, communication, and negotiation skills.
- Reflect on key lessons learned and identify opportunities for workplace application.
- Build a practical action plan for improving purchasing performance and contributing to supply chain success.

Why Attend this Course: Wins & Losses!

- Stronger Purchasing Knowledge: Build a solid understanding of purchasing as a strategic business function.
- Better Supplier Management: Learn how to evaluate, negotiate with, and develop suppliers more effectively.
- Improved Cost Awareness: Gain practical tools for identifying value and reducing unnecessary costs.
- Enhanced Performance Focus: Understand how KPIs and process improvement support better purchasing results.
- Broader Supply Chain Perspective: Strengthen your ability to connect purchasing decisions with wider supply chain performance.

Conclusion

This Certificate in Purchasing and Supply Chain Management course provides a practical and structured learning experience for professionals who want to strengthen their understanding of purchasing and its role in modern supply chains. It goes beyond basic procurement concepts to help participants build stronger supplier management skills, improve performance measurement, apply value analysis, manage risk, and contribute more effectively to organizational success.

By the end of the program, participants will be better prepared to take on wider purchasing responsibilities, support supply chain integration, and make decisions that create value across the organization. Whether working in procurement, logistics, operations, or supply chain coordination, participants will leave the course with stronger skills, broader insight, and greater confidence to perform effectively in today's business environment.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles, suggesting a strategic or global theme.