Strategic Procurement Master – Advanced Diploma in Strategic Sourcing and Category Management

1 – 5 February 2027
Vienna (Austria)



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Introduction

Strategic procurement has become a critical pillar for organizations seeking to enhance operational efficiency, improve financial performance, and build resilient supply networks. As markets grow more complex and competitive, professionals in procurement and supply management need advanced capabilities that enable them to evaluate risks, optimize sourcing strategies, and manage supplier relationships with clarity and precision. The Strategic Procurement Master—Advanced Diploma in Strategic Sourcing and Category Management equips participants with a comprehensive set of skills designed to elevate their understanding of procurement frameworks, market analysis techniques, category planning models, and long-term value creation.

This program is designed for executives, team leaders, and professionals working across various organizational functions who aim to strengthen their strategic perspective in sourcing and supply management. It is equally suitable for individuals who are looking to expand their expertise in analyzing supplier markets, developing negotiation strategies, optimizing procurement portfolios, and aligning sourcing decisions with organizational goals.

The value of this program lies in its ability to bridge theoretical knowledge with real-world applications. Participants gain practical tools for evaluating supplier performance, managing category strategies, mitigating risks, and developing sourcing plans that contribute to operational stability and financial optimization. The program provides structured methodologies that can be applied directly in workplace environments to support informed decision-making and continuous improvement.

Course Objectives

- Understand the foundational concepts of strategic procurement.
- Apply techniques for designing advanced sourcing plans.
- Analyze supplier markets and competitive landscapes.
- Develop strategic negotiation frameworks based on data.
- Assess procurement-related risks and mitigation strategies.
- Build practical capabilities in category management.
- Use criteria and tools for supplier evaluation and performance measurement.
- Prepare improvement plans supported by analytical insights.
- Connect sourcing strategies with overall organizational objectives.
- Create structured procurement models for long-term value creation.



Course Outlines

Day One: Fundamentals of Strategic Procurement

- Comprehensive understanding of strategic procurement principles.
- Identifying the link between sourcing and organizational objectives.
- Differentiating between traditional purchasing and strategic sourcing.
- Characteristics of effective decision-making in procurement.
- Common pitfalls in procurement planning.
- Preliminary exercise to assess procurement practices within the organization.

Day Two: Market Analysis and Sourcing Plan Development

- Collecting and analyzing data related to supplier markets.
- Understanding trends in supply, demand, and pricing.
- Evaluating supplier capabilities and classification criteria.
- Methods for selecting suppliers aligned with organizational needs.
- Developing prioritization matrices for sourcing decisions.
- Drafting sourcing plans tailored to individual categories.

Day Three: Category Management and Strategic Negotiation

- Understanding the concept and importance of category management.
- Analyzing product life cycles within strategic categories.
- Designing negotiation strategies informed by quantitative insight.
- Applying negotiation scenarios based on case requirements.
- Managing supplier relationships for long-term value.
- Practical exercise on developing a negotiation strategy for a category.

Day Four: Risk Analysis and Contract Management

- Identifying risks within procurement and supply operations.
- Building structured approaches for risk evaluation.
- Developing contract frameworks that promote clarity and stability.
- Assessing compliance and performance within contracts.
- Addressing common issues encountered in contract management.
- Case study focusing on risk mitigation in sourcing projects.



Day Five: Practical Applications and Final Evaluation

- Analyzing a real-world scenario related to sourcing strategy development.
- Designing a complete category management model.
- Evaluating outcomes and identifying improvement opportunities.
- Conducting an applied exercise to build a comprehensive negotiation plan.
- Discussing challenges in implementing strategic procurement systems.
- Preparing practical recommendations to strengthen procurement frameworks.

Why Attend This Course? Wins & Losses!

- Gain advanced knowledge in strategic procurement and sourcing.
- Develop strong analytical capabilities for supplier and market assessment.
- Improve negotiation effectiveness and contract clarity.
- Understand procurement's role in achieving organizational value.
- Access tools that support continuous operational improvement.
- Build structured skills in risk assessment and category planning.
- Strengthen reporting capabilities within procurement functions.
- Enhance efficiency across supply chain and procurement operations.

Conclusion

The Strategic Procurement Master - Advanced Diploma in Strategic Sourcing and Category Management reflects the growing need for advanced competencies that support organizational excellence in procurement and supply management. This program provides a full framework for market analysis, category planning, supplier relationship management, and risk evaluation—enabling professionals to make informed decisions and create sustainable value.

Through applied learning, structured methodologies, and analytical exercises, participants gain the ability to design procurement strategies built on clear foundations, evaluate performance effectively, and develop improvement initiatives grounded in measurable outcomes. The program enables professionals to navigate sourcing challenges with confidence and implement systems that support operational stability and long-term organizational performance.

By engaging in real cases and practical exercises, participants build solid expertise that can be immediately applied within their organizations, making this program a critical step toward developing strong, strategic procurement capabilities that contribute to continuous improvement and organizational competitiveness.

