

# Postgraduate Certificate Purchasing Management



## Postgraduate Certificate Purchasing Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/postgraduate-certificate/purchasing-management](http://www.techtute.com/us/design/postgraduate-certificate/purchasing-management)

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# 01

# Introduction

Purchasing management is a fundamental area in any company. In fashion companies, purchasing management is particularly important as it is not only essential to purchase raw materials or the necessary *packaging* to offer a high quality product, but it is also vital to possess detailed knowledge of the market and adequately manage stock to avoid running out of the most in-demand garments. This TECH Technological University program will provide students with the most specific knowledge on the subject so that they are able to properly manage company purchases.







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*Your work as a purchasing manager will be fundamental to the success of your brand, as it will allow you to offer the most in-demand products to the public”*

The Postgraduate Certificate in Purchasing Management at TECH Technological University has been created with the current needs of fashion designers in mind, who are looking for exceptional programs to improve their professional profiles and specialize in areas that will be essential to ensure effective brand growth.

It must be taken into account that the process of marketing a product, a collection or a fashion brand involves learning to manage each of them as a project capable of facing a comprehensive analysis, which helps understand the customer's purchasing intentions, and predict them, in order to provide the best-selling products before the end of stock. This way, there will be no room for any products that fall within public needs and desires, since they would most certainly fail at the sales level.

To achieve a competitive advantage in this field, it is also essential to master the technological tools that are the basis of *Big Data* and that can represent a value compared to the rest of competitors that exist in a market increasingly reigned by the short term, in spite of the *Slow Fashion* movements that are being promoted in recent years.

Therefore, we must not lose sight of these tools and study them in depth in order to be more effective in managing purchases. Designers with advanced knowledge in this field will be better prepared to create a successful brand, without having to depend on the competitor results.

This **Postgraduate Certificate in Purchasing Management** contains the most complete and up-to-date academic program on the market. Its most notable features are:

- ◆ Practical cases presented by experts in fashion
- ◆ The graphic, schematic, and practical contents with which they are created provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special emphasis is placed on innovative methodologies in purchasing management
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Leading fashion companies will want to have you on their staff after specializing in purchasing management at TECH"*



*A 100% online program to improve your training in a short period of time”*

Its teaching staff includes professionals from the fashion industry, who bring to this program the experience of their work, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*The use of Excel and Access tools will be essential for purchasing management.*

*Become a specialist in purchasing management in the fashion industry and stand out from your competitors.*



# 02 Objectives

One of the main objectives of this Postgraduate Certificate at TECH Technological University is to provide students with specialized knowledge in purchasing management in a fashion company, which will allow them to start their own brand or monitor the entire process in their respective companies. To that end, they will be provided with exhaustive information on the main databases that they will be able to use in their daily practice.







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*Properly managing your fashion brand's purchasing will save costs and generate higher profits”*



## General Objectives

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- ◆ Develop virtual skills for the new fashion environment, managing current codes and fostering a creative and artistic spirit
- ◆ Elaborate a professional design project with global impact capacity based on new opportunities
- ◆ Design while being aware of the use of materials thanks to a deep knowledge in the use of fabrics
- ◆ Face changes with agility and flexibility through an interdisciplinary perspective
- ◆ Materialize the connection between the imaginary world and the real world







## Specific Objectives

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- ◆ Learn how to manage each of the processes involved in garment marketing
- ◆ Conduct comprehensive analyses to understand the customer purchasing intentions
- ◆ Source the best-selling products before the end of stock
- ◆ Master the technological tools that are the basis of Big Data and that will allow you to gain an advantage over your competitors by reducing lead times

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*Understanding consumers' purchase intent will be critical to implementing the most effective sales strategies”*

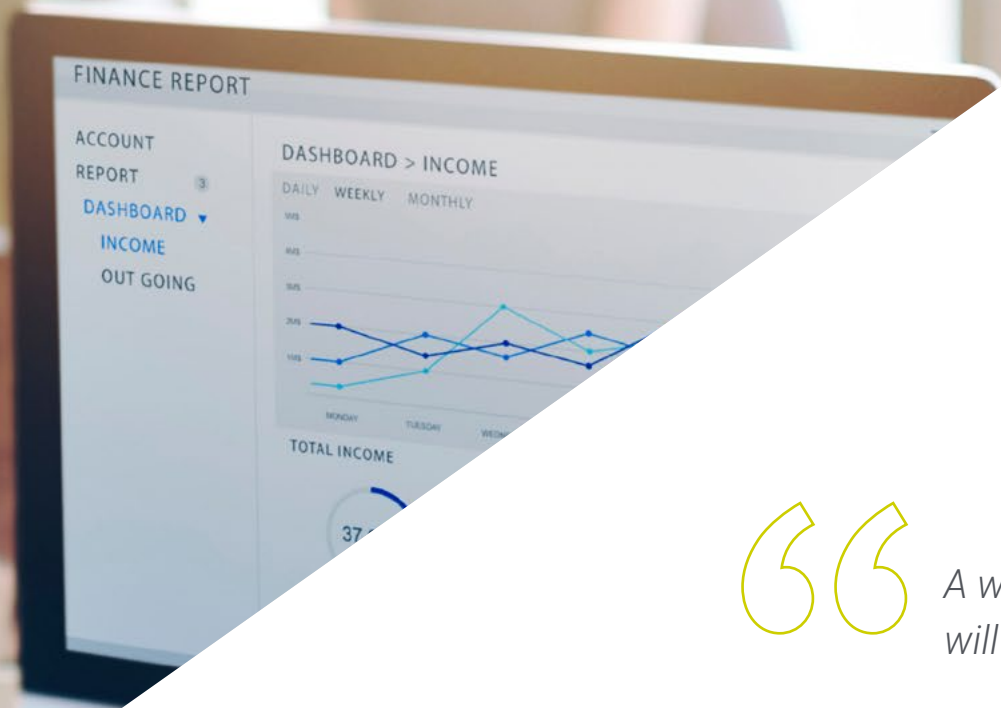
# 03

# Course Management

The professors on this Postgraduate Certificate at TECH Technological University are professionals with extensive experience in the fashion industry. Professors specialized in purchasing management who understand the importance of quality teaching to promote student professional growth, and, as a result, contribute to the development of more qualified professionals who are aware of the future of the sector and are involved in all processes of the chain of design, creation, promotion and marketing of products.







“

*A world-class teaching staff that will help you grow in the field”*

## Management



### Ms. García Barriga, María

- More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- She has worked in major media outlets such as RTVE and Telemadrid
- Graduate in Information Sciences,UCM
- Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- PhD Candidate in Fashion Trend Creation
- Author of El patrón de la eternidad: creación de una identidad en espiral para la automatización de tendencias de moda en la actualidad (The Pattern of Eterns: Creating a Spiral Identity for the Automation of Fashion Trends Today)



## Professors

### Mr. Holgueras, Javier

- ◆ Market Manager and Analyst at Apple's headquarters in Ireland
- ◆ Marketing Mix Modelling system Instructor at Kellogg's in Spain
- ◆ Degree in Economics
- ◆ Master's Degree in Big Data and Business Analysis



# 04

## Structure and Content

The structure of this Postgraduate Certificate in Purchasing Management at TECH Technological University has been created considering the academic needs of fashion designers, who must obtain specialized knowledge of the entire sector that allows them to start their own business. Likewise, in 10 study subjects, they will be able to delve deeper into the main data management tools that will favor managing purchases.







“

*A very well-structured program that will be instrumental in enhancing your purchasing management training”*



## Module 1. Purchasing Management for Fashion

- 1.1. The Dynamic of Fashion Consumers
  - 1.1.1. Fashion Product Life Cycle
  - 1.1.2. Seasonality in the Fashion Industry
  - 1.1.3. Brand Value Activating Levers
- 1.2. Microsoft Excel Formulation
  - 1.2.1. Operations
  - 1.2.2. Calculations
  - 1.2.3. Formulas
- 1.3. Excel Applications
  - 1.3.1. Graphics
  - 1.3.2. Dynamic Tables
  - 1.3.3. Forms
- 1.4. Error Management
  - 1.4.1. Format
  - 1.4.2. Number
  - 1.4.3. Text:
- 1.5. Text
  - 1.5.1. Access Programming
  - 1.5.2. Data Types and Field Properties
  - 1.5.3. Queries and Macros
- 1.6. Database Reports
  - 1.6.1. Data Storage
  - 1.6.2. Access Database Templates
  - 1.6.3. Updating Queries
- 1.7. Big Data Using Tableau
  - 1.7.1. Data Organization
  - 1.7.2. Numerical Value Representation
  - 1.7.3. Using Multiple Data Sources





- 1.8. Customizing Data with Tableau
  - 1.8.1. Using Calculations
  - 1.8.2. Quick Tableau Calculations
  - 1.8.3. Reference Lines
- 1.9. Dashboard: Data Visualization
  - 1.9.1. Geographic Mapping
  - 1.9.2. Measurement Visualization and Comparison
  - 1.9.3. Statistics and Forecasting
- 1.10. Project Management
  - 1.10.1. *Product Owner*
  - 1.10.2. Lean Methodology
  - 1.10.3. Agile Methodology

“ *Mastering data management tools will help you more effectively manage your fashion company's purchasing* ”



# 05 Methodology

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.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.



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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



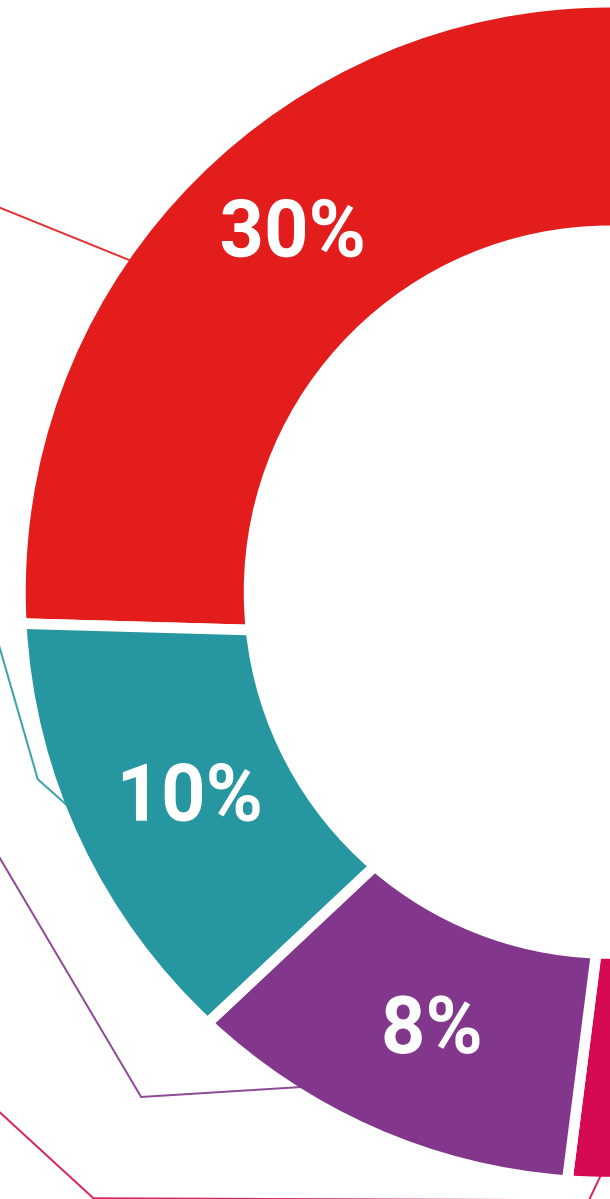
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.







#### Case Studies

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 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

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.



# 06 Certificate

The Postgraduate Certificate in Purchasing Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*



This **Postgraduate Certificate in Purchasing Management** 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Purchasing Management**

Official N° of Hours: **150 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.

health future  
confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development language  
classroom



## Postgraduate Certificate Purchase Management

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# Postgraduate Certificate Purchase Management

