

Topic: SRM  
**Course title: SUPPLIER RELATIONSHIP MANAGEMENT**  
 Session date: From 14 October to 21 November 2021  
 Level: **Intermediate**



◆ **Aim of the course**

By the end of this course, participants will be able to understand the good reasons to opt for an 'SRM' approach, what to analyse, and how to implement it.

◆ **Learning goals**

- Identify the reasons to work in an SRM mode
- Identify the Key suppliers
- Put oneself in the supplier's shoes and understand their interest in collaborating with us
- Structure the relationship
- Understand the function of Key Supplier Manager.

◆ **Target group**

- Category managers
- Strategic buyers
- Senior buyers
- Key Supplier Managers
- Purchasing directors.

◆ **Course Structure**

The **SUPPLIER RELATIONSHIP MANAGEMENT** course contains:

**1 Awareness session, 2 Chapters including 8 e-modules, other material** (readings, videos...) and **2 Virtual classes**.

**For each Chapter, self-study e-modules & other material must be completed BEFORE attending the related Virtual Class.** Please, see the programme below:

Awareness session	Content		Duration	Total length of the course: Hr:Mn <b>14:30</b>
SRM Introduction	<ul style="list-style-type: none"> <li>• Discussion on a business case</li> <li>• Introduction of SRM principles</li> <li>• Identification of participants' opportunities to do SRM</li> </ul>		210 min.	
Chapters	Self-study e-Modules		Durations	
	Nber	Names	Self-study	Virtual Classes
Why SRM	4	<ul style="list-style-type: none"> <li>• Understanding what SRM is about?</li> <li>• Segmenting suppliers for SRM</li> <li>• Cropping SRM opportunities'</li> <li>• Good reasons to do SRM</li> </ul>	90 min.	210 min.
How SRM	4	<ul style="list-style-type: none"> <li>• KSM</li> <li>• Structuring the relationship</li> <li>• Special KPIs for SRM</li> <li>• SRM &amp; Purchasing maturity</li> </ul>	150 min.	210 min.