

Bachelor study program

PURCHASE MANAGEMENT

Graduate Profile

The Purchasing specialization is part of the Economics and Management study program. The goal is thanks to the transferred theoretical basis in the disciplines of management and of marketing to equip the student for the field of purchasing in an international environment. That's why the profiling subjects of this specialization focus not only on the purchasing decision-maker itself process, current purchasing questions and support of B2B relationships, but attention is great largely dedicated to project management, process management, company logistics, international trade, operational research, financial analysis of a company or personnel management.

The teacher strives for the highest possible level of connection between theoretical and practical skills, namely thanks to case studies, interactive management games or the simulation of a purchasing meeting right in the classroom. Students regularly meet with experts from practice in the form of lectures, workshops or during compulsory practice. It is included in the study plan as a compulsory subject. For the most part, students complete their internship in the Purchasing department at Škoda Auto a. s. or of other Škoda Auto University partner companies or foreign companies, primarily within the Volkswagen concern, to which they go with the support of the program Erasmus+.

As part of the Erasmus program, students can also spend a semester or two at one of the more than the school's sixty partner universities. Škoda Auto University also offers very interesting projects outside of Erasmus and it is thus possible to choose for your foreign experience destinations such as China, India, South Korea or the USA. Škoda Auto University offers studies in the follow-up master's program in Economics and management, where students can expand or deepen their knowledge and skills.

The study specialization is focused on the area of purchasing. A graduate of the specialization has knowledge and skills needed to perform, analyze and manage the purchasing decision process. Except familiarization with the parameters of relationships and ties of economic entities operating on the B2B market is profiling teaching oriented to marketing communication, process and project concepts purchasing activities, operational research, logistics, functioning of supply chains and international trade. The study specialization also provides graduates with purchasing training skills, incl. purchase meetings and negotiations.

Graduate Employment

The purchasing study specialization provides the graduate of the study program with a complete bachelor's degree education that enables him to work in companies operating in the field of engineering (primarily in the automotive industry and related industries), but also in other manufacturing or in non-manufacturing sectors, the position of buyer. At the same time, the graduate is equipped with theoretical knowledge that allows you to continue your studies in a follow-up study program master's degree in the Czech Republic or abroad