

1. BASIC INFORMATION

Course	Logistical Distribution
Degree program	International Business
School	Sciences and Communication
Year	2019/2020
ECTS	6
Credit type	University Core Requirement
Language(s)	English
Delivery mode	Face-to-face
Semester	1
Academic year	2019
Coordinating professor	Eli Seidel

2. PRESENTATION

The logistics aim of any organization should be receiving and/or delivering the right goods or services to the right place, at the right time, in the desired condition, and at the lowest cost, enabling to add value to the final product (good or services). This course provides an overview of logistics management based on the concept of supply chain management (SCM). From the knowledge of the logistical implications in the functions of the organization we take an in-depth look at supply chain, forecasting, capacity planning, dynamic routing and scheduling, inventory management, facilities and layout, critical path and theory of constraints, design of goods or services for logistics, lean synchronization, reverse logistic, procurement logistics and outsourcing.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.

Cross-curricular competencies:

- CS3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.
- CS4: Analysis and synthesis skills: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.
- CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CS13: Problem solving: The ability to resolve a confusing issue or a complicated situation that stands in the way of achieving a goal and where there is no predefined solution.
- CS16: Decision making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.
- CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

Specific competencies:

- SS1: Capacity for evaluation and critical analysis of phenomena and agents that affect the social and political environment in different international scenarios.
- SS5: Ability to communicate effectively in two languages, at a general level and specifically in the professional field of business in international forums.

- SS10: Ability to use the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.
- SS17: Ability to select the best financial planning and operational options, which are then implemented in the markets and companies in which the business activity takes place, in the context of globalized and interdependent environments.

Learning outcomes:

- LO1: Understanding of concepts related to logistics and international freight transport.
- LO2: Been able to solve problems related to decision making in the field of logistics that demonstrate the correct understanding of the concepts described and their application to the business environment.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CS3, CS4, SS1, SS5	LO1
BS2, BS3 CS5, CS13, CS16, CS17 SS10, SS17	LO2

4. CONTENT

Unit 1. Building a Strategic Framework to Analyze Supply Chains

Unit 2. Planning For the Supply Chain

Unit 3. Supply Chain Operations.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master class
- Case-Study Method
- Cooperative learning
- Problem-based learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	40 h
Individual Work	30 h
Problem solving.	25 h
Group Participation Activities	20 h
Formative evaluation	10 h
Tutorials	10 h
Case studies	15 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Exams	30%
Case studies and problem solving	30%
Written assignments and reports	12,5%
Performance observation	15%
Oral presentations	12,5%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable Activity	Activity Description	Deadline
Activity 1	*Lectures *Group investigation and presentation (Task1)	Week 2
Activity 2	*Lectures * Class discussion (Business Challenges & Decisions) * Case Study & Group Presentation (Task2)	Week 3-4
Activity 3	*Lectures *Case Study+Presentation (Task3) *Problem Solving in Class with Excel (Forecasting) *Individual work (Task4)	Week 5-6
Activity 4	*Lectures *Problem Solving in class with Excel(ABC-Pareto) *Problem Solving in class with Excel(MPS-MRP) *Individual work (Task 5) *Test 1	Week 7-10
Activity 5	*Lectures *Class discussion (Procurement and Outsourcing) *Case Study+Investigation+ Group Presentation (Task6)	Week 11-12
Activity 6	*Lectures *Group investigation and Written Final Project	Week 13-14
Activity 7	*Lectures *Discussion in class (What does sustainability mean) Test 2	Week 15-16
Activity 8	*Lectures *Tutorials *Group Presentation of Final Project	Week 17-18

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

Class attendance: 50% (minimum).

Spelling and grammar requirements (annex).

Meeting deadlines: works submitted out of time will not be graded.

9. BIBLIOGRAPHY

Here is the recommended bibliography:

- Myerson, Paul A. (2015), Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design. Pearson Education.
- Ballou, Ronald H. (2004), Logística. Administración de la Cadena de Suministro, México: Pearson Educación.
- Chopra, Sunil & Meindl, Peter. (2016), Supply Chain Management. Strategy, Planning, and Operation. Harlow, Essex, England: Pearson Education Limited.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.