

LOGISTICS, SUPPLY CHAIN & MARITIME BUSINESS

35000 - BUSINESS LOGISTICS AND SUPPLY CHAIN MANAGEMENT.

General information

- Academic year 2023/24
- Course: First
- Trimester: First
- Number of credits: 3
- Teachers:
 - Cristian Castillo Gutiérrez [_ccastillo@tecnocampus.cat_](mailto:ccastillo@tecnocampus.cat)

Teaching languages

- Spanish

Presentation of the subject

This course provides a comprehensive overview of the fundamentals and key strategies for planning, managing, and optimizing logistical operations within organizations. It focuses on the study of the supply chain, which encompasses all activities from raw material acquisition to the final product delivery to the customer.

The course explores topics such as supply chain design and functioning, efficient inventory management, route and transportation optimization, coordination between suppliers and distributors, as well as the significance of technology and information systems in modern logistics.

Furthermore, it analyzes the current challenges faced by businesses in a global and competitive environment, such as resilience against potential disruptions or disasters, sustainability, and compliance with regulations.

The main objective of the course is to equip students with the necessary tools to enhance supply chain efficiency and effectiveness, enabling them to comprehend its strategic importance for business success and customer satisfaction. Upon completing the course, students will be prepared to address logistical challenges innovatively and develop solutions that add value to organizations.

Important notes:

It is important to note that TecnoCampus will provide the necessary digital tools for both faculty and students to carry out the course, along with guidelines and recommendations to facilitate non-face-to-face work in the classroom when required.

The classroom (physical or virtual) is a safe space, free from sexist, racist, homophobic, transphobic, and discriminatory attitudes towards both students and faculty. We trust that together, we can create a safe space where we can make mistakes and learn without suffering prejudices from others.

Competences/learning outcomes

Basic

- CB6 - Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
- CB7 How to apply the knowledge acquired and the ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to the area of study.
- CB8 - That students be able to integrate knowledge and confront the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge the judgments

Specific

- CE2. Application of tools and methodologies that facilitate creative and innovative thinking in everyday situations linked in the supply chain environment, logistics, and maritime businesses.
- CE3. Plan the analysis in the business environments, local and global, in order to move ahead to the new market opportunities that can be transformed into commercial products
- CE4. Strategically manage the processes of business innovation in the supply chain and the maritime business, from the diagnosis to its application, being able to align resources, abilities and abilities to put them into practice
- CE5. Design and implement logistics systems, evaluating the different possible alternatives, technical and resource constraints and taking into account coordinated management and management throughout the supply chain.
- CE6. Evaluate the performance of the entire logistics system, taking into account the fulfillment / no of the planned quality, cost and service objectives to detect and prioritize areas of improvement.
- CE7. Manage (plan, program and control) the flow of materials and information (flow of the supply chain) through the direction and coordinated management of the areas of purchases, production and physical distribution of the company.

Transversal

- CT1. Show willingness to learn about new cultures, experience new methodologies and foster international exchange in the context of logistics, the supply chain and maritime businesses.
- CT2. Show entrepreneurial leadership and management skills that strengthen personal confidence and reduce risk aversion.
- CT3. Develop tasks by applying the acquired knowledge with flexibility and creativity and adapting them to new contexts and situations.

No data

Contents

Unit 1. Introduced to the Logistics Business and the Management of the Sub-Administration Chain.

The introduction to the subject began with the identification and explanation of definitions and concepts that are filled by business logistics and management of the sub-administration chain (GCS). It is a historical evolution of business logistics and the GCS from a business management perspective. It is present els fonaments teòrics of business logistics and GCS. I explain the main decisions that are in the field of business logistics and the GCS, as well as the impact on terms of temps, cost and qualification of servei. Finalitza amb an exhibition to the voltant of com the business logistics and the GCS contribute to the strategic position of the avui companies in the day.

Unit 2. Disseny i anàlisi Logistics Business and Management of the Sub-Administration Chain in different sectors, companies and competitive contexts.

The continguts d'aquest topic describes and aprofundeixen in the linking of business logistics and the management of the sub-administration chain between the client / mercat. From d'anàlisi de mercat i defined it from the level of servei to offer to the clients, the design of the business logistics and the management of the sub-administration chain began. The following passages are the identification of the clau components that configure the design of business logistics and the management of the sub-administration chain. The determination of the criteria to have in compte in aquest disseny. I, finally, the realization of different tests of validation of such design.

A definitiva copy of the design to analyze how it affects the variability of demand to the dynamics of information and material fluxes, special fem èmfasi in the Conegut Bullwhip Effect.

Finally, I approached l'estudi d'exemples of business logistics and management of the sub-administration chain in different sectors, companies and contexts competeiuis utilitzant els conceptes of strategic / competitive position of the company, procés productiu, estratègia d'operacions, cicle de product life, logistics strategy, sales forecast point, command penetration point, maximum community score, point of decoupling point, strategic inventory point to the sub-management chain, product customization point (postponement productiu i logistic), bottlenecks in the Core Business sub-administration and punt chain.

Unit 3. Business Logistics Strategies: Integration, coordination and collaboration in the Management of the Sub-Administration Chain.

Coneixerem els processos d'integració, coordció i col-laboració among the actors of the sub-administration chain through the l'estudi de les corporate logistics strategies that the World Class Enterprises are implementing in the six processes of supply, production and distribution tant a nivell domèstic com internacional. Among d'altres, they will study the following strategic strategies: Efficient Consumer Response, Efficient Assortment, Quick Response, Efficient Replenishment, Continuous Replenishment, Collaborative Planning, Forecasting and Replenishment, Just in Time, Purchase Order, Vendor Managed Inventory, Supplier Managed Inventory .

Unit 4. L'outsourcing of serveis logistics.

I will begin with a taxonomy of the multiple providers of serveis logistic - Third Party Logistics, Lead Logistics Provider and Fourth Party Logistics - to describe the seva function and the role they play in the supply operations, production and distribution of domestic level with international level. . Afterwards, I will understand the reasons why the companies subcontract serveis logistics (pros i contres), discover the levels of subcontracting optics and analyze in detail the processes of selection, evaluation, contractual formalization, implementation and monitoring and control of the logistics operators.

Sustainable Development Goals

- 04 - Quality education
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Evaluation system

The qualification for the subject will be based on several continuous assessment activities, both individual and group-based, in the classroom, accounting for **20%** of the final grade, and a Final Assignment carried out in groups, accounting for the remaining **80%**. These activities will assess the level of achievement of the competencies worked on during the subject.

To pass the subject, a minimum overall grade of 5 in the continuous assessment of the subject (individual activities + Final Assignment) is required. Failure to meet the established requirements will result in the subject being failed. The assigned grade will be the lowest obtained in the evaluated sections.

Additionally, completing the Final Assignment is a necessary condition to pass the subject. A minimum grade of 5 is required for the Final Assignment. If the grade for the Final Assignment is below 5, the subject grade will correspond to the grade obtained in the Final Assignment. If the Final Assignment is not submitted on time, the student will receive a grade of "Not presented."

Academic Authenticity and Originality

The evaluation process is based on the students' personal work and assumes the authenticity of authorship and originality of the exercises carried out.

Lack of authenticity and authorship occurs through plagiarism or copying:

- **Plagiarism:** The use of written sources (books, articles, including classroom study materials) or documentation found on the internet without proper citation and passing them off as one's own. This includes the direct copying of text even if the source is cited.
- **Copying:** The total or partial use of identical texts taken from other students' works or from one's own previous works (self-plagiarism) without proper referencing of the sources. This includes the use of material fraudulently obtained through websites like Studocu.

In the event of detecting plagiarism or copying in the submissions of continuous assessment activities, the consequences for all parties involved will be as follows:

- The activity submitted will be failed in the case of individual activities. The subject will be failed in the case of the Final Assignment.
- Regardless of which student may have been responsible for the copying/plagiarism, the failure for misuse of the continuous assessment system will apply equally to all students involved - regardless of the link between them.

The responsible faculty of the subject will inform the students involved of the consequences of plagiarism/copying through a message directed to their personal inbox and the same classroom if the detection is done in person.

Use of Generative Artificial Intelligence (AI) Tools

In general, the use of generative AI tools, such as ChatGPT, Bing Chat, GitHub Copilot, among others, is allowed for your study and practice. However, using them to create responses for assessment activities is strictly prohibited.

Ethics and academic integrity are fundamental when using generative AI tools. The university relies on your capacity to make ethical and responsible decisions when interacting with these technologies. The academic reputation of your degree is based on your genuine effort and learning. These tools should not replace your commitment to authentic work.

In case the authorship of an assessment test is not clear, the faculty may request clarifications. Likewise, if responses obtained through generative AI tools are detected, measures of lack of academic authenticity and originality will be applied.