

LOGISTICS, SUPPLY CHAIN & MARITIME BUSINESS

35020 - VALUE CHAIN IN LOGISTICS

General information

- Academic year 2023/24
- Course: First
- Trimester: First
- Number of credits: 3
- Teachers:
 - María De Lourdes Eguren Martí <meguren@tecnocampus.cat>

Teaching languages

- English

Presentation of the subject

VALUE CHAIN IN LOGISTICS.

The Tecnocampus will provide teachers and students with the digital tools needed to carry out the course, as well as guides and recommendations that facilitate adaptation to the non-contact mode.

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

- CE1. Show autonomy with critical distance in issues or issues related to the maritime business, logistics and the supply chain and in the application of innovative ideas in these fields.
- 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
- 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.
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CE8. Analyze and diagnose different problems that arise along all the nodes of the maritime business and, with the support of management tools, design and implement efficient solutions.

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

- The value chain
- The value chain as a strategic tool: Competitive advantages through cost and differentiation strategies
- Design and management of the value chain
- Analytical study of the value chain in the logistics field
- Elements that affect the value model of the logistics chain:
- Case studies: best practices and methodology.

Sustainable Development Goals

- 12 - Responsible consumption and production
- 10 - Reduced inequalities
- 04 - Quality education
- 09 - Industry, innovation and infrastructure

Evaluation system

Consisting on the following:

- Exercises, practices and work: 20%.
- Group work: 30%.
- Final exam: 50%