Universitat Pompeu Fabra Barcelona

Syllabus:
Business Logistics

INDEX

1. Description data of the course

- Name of the course: **Business Logistics**
- Academic year : **2013-2014** Trimester: **first**
- Degree : **ADE, ECO, EMP_MGT** Course code: **21958**
- Number of ECTS credits: **5**
- Student's working hours: **125 hours**
- Teaching Language: **English (Group 1), Spanish (Group 2)**
- Professor: **Helena Ramalhinho** and **Mª Cristina De Stefano**

Professor	**Group of theory**	**Seminars**
Helena Ramalhinho	1	
Helena Ramalhinho	2	
Mª Cristina De Stefano		101 102 103
Mª Cristina De Stefano		201 202 203

Helena Ramalhinho
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Office Hours: Thursday from 10.30 am to 11.30 am or by appointment.

Mª Cristina De Stefano
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Office Hours: Wednesday from 11.00 am to 12.00 am o or by appointment.

2. Course Presentation

Business Logistics is currently one of the fastest growing areas of interest for the business sector. Logistics includes all activities necessary to move products and information flow among the members of a supply chain.

Supply chains are the system used by companies to provide goods, services and information to their customers and, in the most complex cases, they do become genuine networks.

The efficient management of a chain or logistics network is today a big challenge for most companies because of its importance for business competitiveness. For this reason, logistics has advanced the operational management of warehouse and transport to the strategic level of corporations.

The objective of this course is to provide:

1) Basic concepts;
2) Quantitative and qualitative models;
3) Solutions and cutting-edge techniques for strategic and operational logistics management.

In the course, it will be developed and discussed key issues about logistics, it will be seen its applications and methodologies in different areas, as well as it will be analyzed the management of the supply chain using practical cases.

3. Competence to develop on the course

General competence	Specific competence
Instrumental • Planning and arrangement capabilities. • Software Skills. • Problem solving. • Ability to find appropriate information from different sources. ***Interpersonal*** • Oral communication for public audience. • Team working. • Writing. ***Systematic*** • Critical reasoning in the reading, writing and oral communication activities. • Capacity to analyze and summarize quantitative and qualitative information. • Fitting to new situations.	***Academic and professional*** • To be able to identify the main functions of business logistics and supply chain. • To be able to link business logistics with other business strategies and functional areas of the firm, such as marketing and operations. • To be able to identify and plan the basic logistics activities of a company, such as inventory, demand planning, warehouse management and transportation. • To be able to use tools and methodologies to plan and manage logistics. • To be able to identify the main information systems of logistics and their impact on an efficient logistics management. • To be able to identify the main relevant areas of future logistics.

4. Contents

1. Introduction to Business Logistics
   1.1. Logistics and Supply Chain Management
   1.2. Logistics in the company
   1.3. Logistics 2020

2. Logistics Strategies
   2.1. Strategic decisions about transportation, warehousing and location
   2.2. Network Design of logistics

3. Demand planning in logistics
   3.1. Customer service
   3.2. Order management cycle

4. Procurement management
   4.1. Introduction to supply chain
   4.2. Types of purchases
   4.3. Suppliers
   4.4. E-procurement

5. Inventory management in the supply chain
   5.1. Periodic review inventory control methods
   5.2. DRP systems
   5.3. Multilevel control
   5.4. Beer Distribution Game

6. Warehouse management and coordination of supply
   6.1. What is a stock?
   6.2. Warehouse operations
   6.3. Storage and handling systems
   6.4. Just in time (JIT)
   6.5. Quick response and ECR
   6.6. Cross-Docking

7. Transportation management
   7.1. Transportation planning and management
   7.2. Transportation modes
   7.3. Transportation mode selection
   7.4. Programming vehicle routing

8. Information systems for logistics management
   8.1. Introduction to information systems for logistics management
   8.2. Computer systems for logistics
   8.3. ERP y SCM systems
   8.4. Logistics integration using information systems

9. Current issues in logistics
   9.1. e-logistics
   9.2. Management of global supply chains
   9.3. Outsourcing of logistics services
   9.4. Integration and collaboration
   9.5. Reverse logistics

5. Grading

The grading of the course will be done in the following way:

- **Six activities and the participation in the seminars** (30%) (3 points on 10 points of the final score). Delivery dates for the reports of the activities are listed in the section 10 of this plan. These activities **CANNOT BE RECOVERABLE.**
- **A final exam** consisting of multiple choice part and exercises (70%). In order to pass the exam, it is necessary to obtain as a minimum a score of 4 on 10 (otherwise, it will not proceed to compute the mean of final grade taking into account the seminar's grade). The exam **CAN BE RECOVERABLE** on **February 2014.**

The activities will be evaluated according to the following criteria (30%):

1. **Seminar Attendance**; Active **participation** in the class; **Reports or exercises** assigned, which have to be delivered.
2. **Report's Grade** (for case studies or games); **Quality** of reports delivered (originality, drafting and content);
3. **Grade** in the auto evaluation test (for exercises).

Relevant issues in Grading:

- **Reports that are copied completely or partially from Internet without quoting the original work/s property will obtain a score equal to ZERO. Besides, depending on the severity of the fact, the student can fail the course.**
- Students must bring resolved or worked activities in each seminar. In particular, in seminars dedicated to:
  - case study: students must prepare the case before class, including a ORIGINAL report, and uploaded it in Aula Global before the class; in class they must present and discuss it by a suitable presentation prepared used power point.
  - game: students must study and understand the rules of the game before the class; play the game in class and afterwards prepare a report on the case/ game to upload in aula global.
  - exercises: students must solve the exercises before class and in class must discuss doubts and participate in the resolutions of these ones, afterwards must do the auto evaluations tests in Aula Global.
- No reports or any documents can be delivered by email. Also NO doubts will be answer by mail.
- **No attendance policy of seminars**: Students can miss **one unique seminar** without justification, **except for the Beer Game seminars that are compulsory.** For the missed and unjustified seminar, the score related to the class participation will not be considered, and the student's grade of this seminar will be the grade of the respective activities. Therefore, they can submit the report for the seminars consisting of solving case studies, or answer the online multiple-choice tests for the seminars consisting of solving exercises. The final grade of this seminar without attendance will be the grade of the activities.
- If students miss **a second seminar**, except the Beer Game's ones, they must present an **official medical report (CAP certificate),** do the activities (as above) related to the seminar and take and **oral exam for one hour** with the professor of the theoretical classes to recover the grade of the second missed seminar. No exceptions are allowed and only one seminar can be recovered through this rule.
- If the student **misses 3 or more seminars or the Beer Game seminars**, the global grade for these seminars cannot be recovered in any way, i.e. the grade for the seminars will be zero.
- Without exceptions, the Beer Game seminars cannot be recovered.

Attention: UPF students who are ERASMUS.
The evaluation will be equal for all students including Erasmus students. There are no exceptions. Erasmus students must contact with the professor in order to decide how to deliver the activities and to obtain a continuous evaluation.

6. References and resources

Recommended references:

- Ballou R.H., "Business Logistics/ Supply Chain Management", Prentice Hall, 2004.
- Bowersox D.J., D.J. Closs, M. B. Cooper "Supply Chain Logistics Management", McGraw-Hill, 2013.
- Chopra S. & Meindl P., "Supply Chain Management: strategy, planning, and operation", Pearson Education, 2004.

Complementary references:

- Diez de Castro, E. (coordinador), Distribución Comercial, McGraw Hill, 2004.
- Serra, D., La logística empresarial en el nuevo milenio, Gestión 2000, 2005.
- Anaya Tejero, J. J., Innovación y mejora de Procesos Logísticos, ESIC Editorial, 2005.
- Anaya Tejero, J. J., Logística Integral; La gestión operativa de la empresa, ESIC Editorial, 2000.
- Casanovas A. y Cuatrecasas L., Logística empresarial, Gestión 2000, Barcelona, 2001.
- Díaz Fernández, B. A.; Alvarez, M. J. & Gonzalez, P., Logística Inversa y Medioambiente, McGraw Hill, 2004.
- Gil Gutiérrez Casas y Bernardo Prida Romero, Logística y Distribución Física, McGraw-Hill, 1998.
- Soret los Santos, I., Logistica y Marketing para la Distribución Comercial, ESIC, 1999.
- Stern, L.W., El-Anasary, E.I., Loughlan, A.T. & Cruz, I., Canales de Distribución, 5ª ed., Prentice Hall, 1998.

7. Methodology

Teaching and learning activities will be the following:

- In the classroom of the whole group (85-100 students). A topic will be explained in each class (see section 4. contents). There will be 9 (or 10) classes using lecture methodology.
- In the classroom of subgroups - Seminars (15-20 students as a maximum). There will be one or more activities in each class, which can be: discussion of a case study, game or business simulation and the realization of quantitative exercises. There will be 6 classes dedicated to these activities that will be carried out by using interactive methodologies. These activities will require a preparation before and after the class (see dossier of the course).
- Run out of the classroom, individually. For each topic, students have to do the readings listed in the dossier of the course and to prepare the individual activities.
- Run out of the classroom, working group (3 to 5 students). Case studies that will be discussed in the class have to be prepared by group of 3 or 5 students. The working groups have also to prepare the discussion and the report that will be presented in the class.
- Run out of the classroom, individually and in working group. The student can learn autonomously by checking other resources, such as consulting further bibliography.

8. Dossier of the course

The support material of the course is available in the Aula Global – Moodle and concerns with:

- Slides of each topic for the theoretical classes in pdf format.
- Detailed references for each topic.
- Cases of study, exercises and game rules for seminars.
- Table with delivery dates of reports and deadlines for auto evaluation tests.

The description of each activity is detailed in the dossier of the course that is available in the Aula Global - Moodle, indicating the work that students have to be done before, during and after the seminar.

9. Time table

	TR / OB ADE 3r CURS		TR / OB ECO 3r CURS		TR / OB ADE 4t CURS		TR / OB ECO 4t CURS				
Hour	Monday	Gr.	Tuesday	Gr.	Wednesday	Gr.	Thursday	Gr.	Friday	Gr.	Horario
9.00-10.00					Seminar 101		Business Logistics G1		Business Logistics G1		9.00-10.00
10.00-11.00											10.00-11.00
11.00-12.00											11.00-12.00
12-00-13.00											12-00-13.00
13.00-14.00			Seminario 201		Seminar 102		Logística Empresarial G2		Logística Empresarial G2		13.00-14.00
14.00-15.00			Seminario 202								14.00-15.00
15.00-16.00					Seminar 103						15.00-16.00
16.00-17.00			Seminario 203								16.00-17.00
17.00-18.00											17.00-18.00
18.00-19.00											18.00-19.00
19.00-20.00											19.00-20.00
19.00-20.00											19.00-20.00

10. Schedule of activities

Date	Topics	Seminars	Cases-Exercises-games	Delivery and evaluation reports
Week 1	1. Introduction to Business Logistics			
Week 2	2. Logistics Strategy			
Week 3	3. Demand planning in logistics			
Week 4	4. Procurement management (Video Zara)	**Seminar 1 – Exercises**	Exercises on logistics strategies	Online Multiple-choice Test – available in Aula Global-Moodle. See deadline in Aula Global.
Week 5	5. Inventory management in supply chain	**Seminar 2 – Case study**	Usemore soap company case.	Upload the report on the case in Aula global before the class and present the case in class.
Week 6	6. Warehouse management and coordination of supply	**Seminar 3 – Exercises**	Exercises on Inventory Management.	Online Multiple-choice Test – available in Aula Global-Moodle. See deadline in Aula Global.
Week 7	7. Transportation management	**Seminar 4 – Beer Game**	Beer Game – part 1*	
Week 8	8. Information systems for logistics management	**Seminar 5 – Exercises**	Exercises on Vehicles Routing.	Online Multiple-choice Test – available in Aula Global-Moodle. See deadline in Aula Global.
Week 9	9. Current issues	**Seminar 6 – Beer Game**	Beer Game – part 2*	
Week 10	Review. Company Presentations.			Upload the report on game in Aula Global. See the deadline in Aula Global

* Only students who have played to the game in class can submit the report.