

BUSINESS LOGISTICS (21958 – 21218)

Academic year 2014-2015

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COURSE DESCRIPTION AND OBJECTIVES

Students will become familiar with logistics and supply chain, which include all activities required to move product and information to, from and between members of a supply chain. The supply chain provides the framework for businesses and their strategic partners to jointly deliver goods, services and information efficiently, effectively, relevantly and in a sustainable manner to their customers. Supply Chain Management introduces the student to company logistics with the mission, strategy and business processes needed to achieve an integrated logistical management. Logistics have great impact in company figures and in some companies are essential in order to generate the key competitive advantages in Company Strategy.

- Understanding Supply Chain as a process of integration, coordination and cooperation among multiple stakeholders.
- Analyzing current systems of organization and management of the supply chain.
- Strategically analyze the design of the supply chain in different sectors, companies and competitive contexts.
- Designing new systems and working methods to improve the management of relationships between suppliers, companies, logistics operators and end customers.
- Make decisions and effectively and efficiently manage key aspects of logistics

METHODOLOGY

The methodology proposed is based on relevant theoretical material with a selection of applied cases and exercises to practice theory. These ones will be doing either in class or in groups at home. Some reading material and audiovisual material will be distributed before some sessions. Students are expected to read the assigned materials before coming to class.

There is no textbook for this course. Instead, in the bibliography there is a variety of suggested reference books to review, detail and enhance concepts developed during the course.

CONTENTS

- Introduction to Logistics and SCM
 - Logistics and SCM management
 - SCM within companies
 - SCM flows
- SCM strategies
 - Strategic decisions and Company Strategy
 - SCM network design
- Demand management
 - Customer service
 - Forecasting
 - Order to product cycle
- Procurement
 - Procurement management
 - Procurement strategies
 - Suppliers management
 - MRP
- Stock management
 - Stocks models
 - DRP systems
 - Multilevel control
- Warehouse management
 - Warehouse operations
 - Storage and manipulation systems
 - JIT systems
 - Quick response and ECR
- Transportation
 - Planning and management
 - Selection of different transportation modes
 - Routing definition
- Logistics services outsourcing
 - Definition & Types of outsourcing
 - Suppliers selection
 - Management
- Reverse logistics
 - Description & Key aspects
 - Reverse modes
 - Challenges
- Topics & tools to apply Logistic Strategy
 - IT tools for SCM
 - Lean thinking

EVALUATION CRITERIA

Class Participation	5%
Exercises and cases	20%
Group SCM company analysis	25%
Final Exam	50%

Class Participation

Participation is required in class. This includes preparing the assigned material before class, and make regular contributions for participation.

Exercises and cases

During class & seminars different kind of exercises and case studies will be required. Questions will be addressed during the seminars and will have to be solved in groups during and after the seminar.

Group SCM company analysis

In groups, students will have to submit SCM analysis of a company. Selection will be based on a free student choice covering key course logistical aspects.

The analysis will have to include:

- Presentation of the company
- Business concept
 - Key competitive variables
 - Portfolio of products and services
- Needs to solve
- SCM internal flow analysis:
 - Physical,
 - Information
 - Economical
 - Reverse
- SCM comparison with main direct competitors
- SCM key points prioritization
- SCM Impact on business
 - External customers
 - Internal customers
 - Suppliers and distributors
 - Financial impact
- SCM challenges
- Conclusions
- References & Bibliography

Final Exam

A final exam will take place in order to assess the degree of course assimilation by students aiming at guaranteeing the understanding main course and contents.

Lecturers reserve the right to make a partial exam during the course in any of the sessions. In that case, the partial exam will account for a 10% of final grade and final exam will account for a 40% of final grade.

The minimum grade of the written exams (partial and/or final) in order to weight with other parts has to be 4 out of 10 at least. At the same time fulfilling other requirements and minimum grades in the written exams part will be needed.

To pass the course a grade average equal to or over 5 will be needed. In addition, it will be mandatory to have submitted all required course work in due date and have attended 80% of scheduled seminars.

Reassessment will take place for those students who haven't achieved 5 out of 10 or didn't fulfill the other requirements. No previous work related to continuous assessment will be taken into account in that case. Then the course final grade will be equal to the reassessment exam grade

BIBLIOGRAPHY

- “Designing & Managing the Supply Chain: Concepts, Strategies & Case Studies”, David Simchi-Levi. McGraw-Hill 2003
- “Business Logistics: Supply Chain Management”, Ballou, Ronald H.. Prentice Hall; 5 edition, 2003
- “International Logistics”, Donald F.Wood and others, Amacom
- “Global Supply Chain Management and International Logistics”, Alan E.Branch, Routledge
- “Supply Chain Engineering”, Marc Goetschalckx, Springer Science
- “Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse”, Gwynne Richard. Kogan Page 2011
- “Transportation: A Supply Chain Perspective”, John J. Coyle. South-Western College Pub; 7 edition 2010
- “Operations Management”, Jay Heizer. Prentice Hall; 10 edition 2010.