

1. BASIC INFORMATION

Course	Distribution and Logistics
Degree program	International Business
School	Facultad de Ciencias Sociales y de la Comunicación
Year	4th
ECTS	6
Credit type	Compulsory
Language(s)	English
Delivery mode	On-Campus
Semester	S7
Academic year	2024-25
Coordinating professor	
Professor	

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:

- CC2: 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.
- CC3: 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.
- 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.
- **SS15: Ability to carry out market analysis prior to decisions on international expansion and business growth.**
- 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: Capacity to resolve problems related to decision making in the field of logistics that demonstrate 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
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4. CONTENT

- Business logistics: Functions, activities y and networks.
- Demand management: Forecasting. Definition, needs, design and implementation in international contexts.
- Supply. Strategies. Suppliers and procurement processes, international agreements and contracts.
- Goods. Handling, internal transport, receipt and dispatch, legal framework.
- Warehouse management. Needs, warehouse design, types of inventory, storage, inventory management.
- Supply chain.

5. TEACHING-LEARNING METHODOLOGIES

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

- Master class.
- Case study method.
- Cooperative learning.
- Problem-based learning (ABP).

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
Masterclass	38h
Individual Work	30h
Problem Solving	25h
Group Participation Activities	20h
Formative evaluation	10h
Tutorials	10h

Case Studies	15h
Asynchronous Lectures	2h
TOTAL	150h

7. ASSESSMENT

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

Campus-based mode:

Assessment system	Weight
Comprehensive knowledge exams	50%
Written assignments	10%
Oral presentations	10%
Problem Solving and Case studies	20%
Formative assessment	10%

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. Ordinary Call Exam

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 5.0 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. Extraordinary Call Exam

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 5.0 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 activities	Deadline
Activity 1	Week 1-4
Activity 2	Week 5-9
Activity 3	Week 10-14
Activity 4	Week 15-18
Final Exam	Week 16

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.

9. BIBLIOGRAPHY

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. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.
Your assessment is necessary for us to improve.

Thank you very much for your participation.