Logistics and international operations

Master in Internationalization of companies

UNIVERSIDAD NEBRIJA

General Information

Subject: Logistics and International Operations

Degree: Master's Degree in International Business Internationalization

Type: Compulsory

Language: Spanish and English

Mode: On-site and distance

Credits: 6

Year: 1st

Semester: 1st

Professors/Teaching Team: Michael de Jose Belzunce / Leonardo Palferro

1. COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basics Competencies

CB6: Possess and comprehend knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.

CB7: Apply the acquired knowledge and problem-solving ability in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8: Integrate knowledge and confront the complexity of formulating judgments based on information that, while incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9: Communicate their conclusions and the underlying knowledge and reasons to specialized and non-specialized audiences in a clear and unambiguous manner.

CB10: Possess learning skills that allow them to continue studying in a largely self-directed or autonomous manner.

General Competencies

CG3: Ability to develop analytical skills for business management in dynamic and complex environments, such as those belonging to an international context.

CG6: Ability to integrate into multidisciplinary teams in high-pressure situations with a proactive and problem-solving attitude.

CG9: The student will be able to integrate basic technological tools and necessary communication skills to develop their learning effectively.

Specific Competencies

CE1: Understand the concepts, theories, and tools to analyze and develop business internationalization plans.

CE17: Ability to analyze the strategic situation of a company and its product or service, and make decisions for the implementation of the marketing strategy outlined in a marketing plan.

1.2 Learning Outcomes

Upon completing this course, students should:

Understand the fundamentals of international logistics and its relationship with costs, quality, and delivery times.

Analyze the importance of logistical decisions and how to gain comparative advantages in processes such as sourcing, transportation, and international distribution.

Know the different variables involved in a logistics plan: packaging, storage, loading, international transportation, transportation documentation, customs, and barriers. Be able to analyze how these variables affect a company's international strategy.

Ensure that students acquire a sufficient level of knowledge to understand and solve problems that may arise in any company in the logistics and transportation field.

2. CONTENT

2.1. Requirements

None.

2.2. Detailled Content

Contents

- LOGISTICS AND COMPETITIVENESS
  - Global Supply Chain.
- DEMAND, PRODUCTION AND LOGISTICS
  - Logistic system in the management of demand and production. Just in Time and other systems.
  - Lean Manufacturing & Lean logistics.
  - Order points. MRP and ERP software.
  - Inventory and cash flow policies.
- PROCUREMENT OF GOODS AND SUPPLY LOGISTICS
  - insourcing .vs. Outsourcing
  - Purchasing policy
  - Provider development.
  - Trends.
- WAREHOUSES
  - Location of warehouses and design of the same.
  - Manipulation systems and computer systems for identification in storage.
  - Coding standards.
  - Packaging, Packing and Palletizing.
- QUANTITATIVE METHODS FOR DECISION MAKING
  - Transportation method.
  - Linear programming.
- NATIONAL AND INTERNATIONAL FREIGHT TRANSPORT
  - Types of Transport
  - Incoterms.
  - Logistic platforms
  - Containerization
  - The Cargo Agent.
  - Route planning and fleet management.

- The most common control KPIs.
- Documentation in an international operation.

- LEGAL PROTECTION OF MERCHANDISE
  - Legal responsibility and merchandise insurance.
- TRENDS IN LOGISTICS
  - Robotization.
  - Logistics for E-commerce.
  - Adaptation of logistics to Industry 4.0.
  - Reverse logistics

2.3. Directed Activities

During the academic year, students will need to complete a certain number of directed activities, either individually or in groups.

The purpose of these Directed Activities is to familiarize students with the applied nature of the concepts discussed in the classroom, so they can appreciate the use of theory in analyzing real-life situations. Each teacher will propose throughout the course the Directed Activities that best suit the course, always with a minimum of two.

2.4 Educational Activities

In-Person Attendence

Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF1 Lecture	45	100%
AF4 Tutorials	10	80%
AF6 Practical Classes. Seminars and Workshops	20	100%
AF7 Internships	10	100%
AF9 Individual Study and Independent Work	29	0%
A10 Individual or Group Assignments for Students	10	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
TOTAL	**150**	

Distance Learning Mode

Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF2 Lectures	60	0%
AF4 Tutorials	10	0%
AF9 Individual Study and Independent Work	19	0%
A12 Individual Student Assignments	20	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
A15 Study, Understanding,	15	0%

and Assessment of the Subject		
TOTAL	**150**	

Teaching Methodologies

In-person and Distance Learning:

MD1	Expository Method / Lecture
MD2	Problem-Solving and Exercises
MD3	Cases Studies
MD5	Project-Based Learning
MD10	Cooperative learning

3. Evaluation system

3.1. Grading system

The grading system (R.D. 1125/2003, of September 5) will be as follows:
0 - 4.9 Fail (F)
5.0 - 6.9 Pass (P)
7.0 - 8.9 Good (G)
9.0 - 10 Outstanding (O)

The "honors" designation may be awarded to students who have obtained a grade equal to or higher than 9.0. Its number cannot exceed five percent of the students enrolled in the subject in the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "honors" designation may be granted.

3.2. Evaluation criteria

Face-to-face modality

Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and participation	25%	25%
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	50%	50%

Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of assignments and projects	25%	25%

(individual practices and teamwork)		
SE4. Final individual in-person exam	75%	75%

Distance modality

Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and participation	20%	20%
SE2. Presentation of assignments and projects (individual practices and teamwork)	20%	20%
SE4. Final individual in-person exam	60%	60%

Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	75%	75%

The passing of any subject is subject to passing the corresponding final individual in-person exams.

3.3. Restrictions

Minimum grade
To calculate the average with the previous weightings, it is necessary to obtain at least a grade of 5 in the final exam.

Writing Standards:
Special attention will be paid to written assignments, practices, and projects, as well as exams, regarding both presentation and content, ensuring grammatical and spelling aspects are accurate. Failure to meet acceptable standards may result in points being deducted from the assignment.

3.4. Warning about plagiarism

The Antonio de Nebrija University will not tolerate plagiarism or copying under any circumstances. Plagiarism will be considered as the reproduction of paragraphs from sources other than the student's own work (Internet, books, articles, classmates' work, etc.), without citing the original source. The use of citations cannot be indiscriminate. Plagiarism is a serious offense.
If such practices are detected, it will be considered a serious offense and the sanction provided in the Student Regulations may be applied.

4. References

1. Fredriksson, A.; Liljestrand, K. Capturing food logistics: A literature review and research agenda. Int. J. Logist. Res. Appl. 2015, 18, 16–34.

2. Bader, F.; Rahimifard, S. A methodology for the selection of industrial robots in food handling. Innov. Food Sci. Emerg. Technol. 2020, 64, 102379

3. Dekhne, A.; Hastings, G.; Murnane, J.; Neuhaus, F. Automation in logistics: Big opportunity, bigger uncertainty. McKinsey Q. 2019, 1–12

4. Bader, F.; Rahimifard, S. Challenges for industrial robot applications in food manufacturing. In Proceedings of the 2nd International Symposium on Computer Science and Intelligent Control, Stockholm, Sweden, 21–23 September 2018

5. Liu, S. DHL Uses Big Data to Optimize Last-Mile Delivery. 2017. HBS Digital Initiative. Available online: https://digital.hbs. edu/platform-rctom/submission/dhl-uses-big-data-to-optimize-last-mile-delivery/# (accessed on 14 November 2020)

6. Hoffa-Dabrowska, P.; Grzybowska, K. Simulation modeling of the sustainable supply chain. Sustainability 2020, 12, 6007

7. Siderska, J.; Jadaan, K.S. Cloud manufacturing: A service-oriented manufacturing paradigm: A review paper. Eng. Manag. Prod. Serv. 2018, 10, 22–31.

8. Ship Technology. Cargo Theft: A Billion-Dollar Problem. Available online: https://www.ship-technology.com/features/ featurecargo-theft-a-billion-dollar-problem-5882653/ (accessed on 2 November 2020).