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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

EXECUTIVE MASTER IN SUPPLY CHAIN MANAGEMENT AND OPERATIONS MANAGEMENT

INTERNATIONAL OPERATIONS, TRANSPORT MANAGEMENT AND E- COMMERCE [2022-2023]

GENERAL DETAILS

Name of module:	International Operations, Transport Management and e-Commerce
Academic Year:	2022 - 2023
Degree:	Supply Chain Management Post-Graduate
Number of credits (ECTS):	6
Date of latest revision:	November 2022
Lecturers in Charge:	Roger Pallarès Danti Guillem Pérez Torre

1. GENERAL DESCRIPTION

This course provides students with the international awareness and vision that is so necessary in a globalised business scenario. It also addresses the strength of *e-commerce* and the new disruptive models so present in a business fabric that is evolving exponentially.

All this is done by reflecting on the characteristics of the main international markets, going through the importance of a good initial design of any international operation and internalizing the large specific weight of transport and customs management in any current business model. Indeed, these strategic processes, which are based on technical knowledge and efficient management, have by themselves the ability to provide competitiveness and added value to the company, allowing the protection and promotion of any product, brand or market.

E-commerce is a clear example of the vertiginous evolution that, in recent years, the operational environment of the distribution, sale, purchase, marketing and supply of product or service information has undergone over the Internet. With an indisputable weight in the current and constantly evolving way of doing business that continues, under its umbrella, generating disruptive models and that Supply Chain professionals must know about.

In such a changing scenario, it will be necessary to provide students with tools and vision to continue building their professional career and project the desired growth.

Content is structured in three separate units:

- The first unit will deal with the characteristics and vision of international markets from a specific perspective of the design of any international operation, in addition to the management of the international transport area, the strategic management of customs from a strategic perspective that adds value to the company.
- The second unit will deal with the specific case study of *e-commerce* logistics with an overview of the current situation and the requirements it entails in warehouse and transport

processes. New disruptive models will also be analysed, as well as business models focused on micromobility and last mile service/delivery/distribution.

All sessions seek maximum interaction with students, so that the contents can be adapted to the professional needs of each. As far as possible, practical exercises, debates and talks of professionals of the sector will be oriented to this end.

2. OBJECTIVES

- Internalize an international and global vision according to the current business scenario.
- Acquire a transversal vision of the key processes for a good design of any international operation.
- Create value for the company from the management of international transport and customs management.
- Identify consumer behaviour 2.0, as well as the challenge of last-mile logistics and the 5 golden rules of e-commerce logistics (Accuracy, Agile, Scheduled, Tracking, Inexpensive).
- Know the tools for the control and continuous improvement of e-commerce logistics execution.
- Understand and participate in the company's digital transformation.
- Visualize the context and new digital paradigm.
- Learn about future trends and disruptive models.
- Understand the last mile and the challenge it poses for e-commerce.

3. CONTENTS

UNIT 1. International operations, incoterms 2020, international transport management and customs.

UNIT 2. E-commerce logistics.

UNIT 1. International operations, incoterms 2020, international transport management and customs.

Learning outcome

Through classroom presentations and examples provided by professionals in the talks on the subject, students will be able to:

- Know the characteristics and enhance your vision of international markets from a specific perspective of the design of any international operation.
- Internalize the management of international operations from a strategic perspective that adds value to the company.
- Acquire skills for managing the international transport area.
- Internalize the importance of strategic customs management.
- Determine the most suitable international transport for your clients.
- Define contracts that respond to the needs of the company.
- Decide which model and distribution strategy to implement.
- Establish monitoring and control of transport .

Contents

1. Incoterms 2020.
2. Strategic transportation management.
3. Main actors: functions, carriers and operators.
4. Optimization of costs and economic control of the operation.
5. Transportation of special merchandise.
6. International transport insurance.
7. Introduction to customs management.
8. Future trends in transportation.

UNIT 2. E-commerce logistics.

Learning outcome

Through classroom presentations and examples provided by professionals in the talks on the subject, students will be able to:

- Have an overview of the various current *e-commerce* distribution models as well as new trends.
- The consumer as the centre of the business – Customer Experience (CX) Obsessive. Success stories: Amazon...
- B2C vs. B2B needs.
- Current B2C logistics: from click to delivery.
- Last mile, the great challenge of *e-commerce* .
- Analysis of *e-commerce* distribution costs.
- Establish operation monitoring and control indicators.
- New trends in *e-commerce* distribution (On Demand Delivery).

- E-Logistics: context and new digital paradigm. Consumer behaviour 2.0. The challenge of last mile logistics. The 5 golden rules of *e-commerce* logistics (Accuracy, Agile, Scheduled, Tracking, Inexpensive).

Contents

1. CX as the centre of the model.
2. Consumer needs of the 21st century.
3. Sales strategies in *e-commerce*.
4. Marketplaces.
5. B2B logistics.
6. B2C logistics, last mile.
7. Reverse logistics, returns.
8. Calculation of distribution costs.
9. KPIs.
10. Future of *ecommerce* distribution (Alibaba and JD).

4. TEACHING AND LEARNING METHODOLOGY

The experiential learning process at Euncet Business School combines a set of methodologies that allow the participant to achieve in a practical and innovative way the competencies of the professional exit profile established in an *executive* program.

The teaching of this subject will be carried out in person, combining theoretical (T) and practical (P) sessions, complemented by real examples presented by industry professionals (C).

Theoretic sessions will be carried out through:

- Presentation by the teaching staff of theoretical contents.
- Discussion of the contents among the attendees.

Practical sessions may consist of:

- Application of the concepts and methodologies to practical examples by students.
- Discussion of real cases in the classroom.

The talks will be given by professionals from the sector and will provide a pragmatic approach to the theoretical contents of the subject.

5. ASSESSMENT

The Executive Modular Education programs are based on a competency assessment model, in which the progress of the students in achieving the objectives set out in the study program is assessed. The final grade will be calculated by making the arithmetic mean of the marks obtained in the different practical cases, exercises and/or presentation of practical work carried out individually or collectively.

The evaluation system for this course aims to guarantee both the understanding of the contents and the student's ability to put them into practice, assessing progress and continued effort. Teaching staff will ensure the assimilation of the contents through the evaluable activities and the tutored project in the classroom.

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

- Dadzie, Kofi Q.; Johnston, Wesley J. *Innovative automation technology in corporate warehousing logistics*. Journal of Business Logistics. Hoboken: John Wiley & Sons, 1991, vol. 12, no. 1, p. 63-82. ISSN 2158-1592.
- Hackman, Steven T.; Frazelle, Edward H.; Griffin, Paul M.; et al. *Benchmarking warehousing and distribution operations*. Journal of Productivity Analysis. Boston: Kluwer Academic Publishers, 2001, vol. 16, no. 1, p. 79-100. ISSN 0895-562X.
- Meade, Robert. Automated systems: storage solutions of the future. *Facility Management Magazine*. Melbourne: Niche Media, 2010.
- Rouwenhorst, B.; Reuter, Boris; Stockrahm, V., Houtum, Geert-Jan; et al. *Warehouse design and control: framework and literature review*. European Journal of Operational Research. Amsterdam: North-Holland, 2000, vol. 122, no. 3, p. 515-533. ISSN 0377-2217.
- Stock, James R.; Lambert, Douglas M. *Strategic logistics management*. 4th ed. Boston: McGraw-Hill, 2001. ISBN 0256136874.
- Van den Berg, Jeroen. *Integral Warehouse Management: The Next Generation in Transparency, Collaboration and Warehouse Management*. Utrecht: Management Outlook Publishing, 2007. ISBN 9781419668760.

6.2.WEBGRAPHY

- *Council of Supply Chain Management Professionals* [online]. Available at:
<<https://cscmp.org/>>.