

Grado en Administración y Dirección de Empresas y Transformación de Negocios

Course: International logistics for business transformation

Subject: Business

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Third

Semester: Second

Academic Year: 2026-2027

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2. Presentation

With the birth of the international company or the need to transform the business towards the international company, this subject contains the necessary training to perform the functions related to the supply plan, as well as the optimization and quality of the logistics chain in companies and organizations from the concept of logistics as a thought that encompasses the globality of the company, and from the supply chain to the provision of the product to the customer, capturing the information that underlies the entire process with the aim of continuous improvement. It is important to know the factors that shape the business environment since suppliers, their search, selection and evaluation are essential components to create wealth in the company.

3. Learning outcome of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, taking into account previous theoretical learning about business structures.
- RAT4 - The student will describe the techniques of management in the development of business organizations by means of different written tests.
- RAT5 - The graduate will describe the characteristics of the institutions and procedures of the Spanish and European legal system and their impact on the business environment, by means of a written or oral test.
- RAT6 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT7 - The student, after completing the Degree, will be able to identify the HR principles and practices of organizations through real-world case study learning
- RAT8 - The graduate will be able to provide a detailed description of the principles of occupational risk assessment as well as the action plans required to implement them in a company.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT11 - After completing the Degree, the student will be able to apply the teamwork techniques in an autonomous way.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.
- RAT13 - The graduate will be able to analyze the economic operations of companies, which have been carried out in the financial markets.
- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT17 - After completing the degree, the graduate will be able to apply techniques to analyze and solve problems in changing business environments through the implementation of challenges and problem-solving methods.

- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT21 - The graduate will be able to verify the economic-financial information of business organizations and institutions with regard to their environment, by analyzing the companies' profit and loss accounts.
- RAT23 – The graduate will be able to actively propose a plan for the implementation and support of information and communication systems for the digital transformation of the organization, according to a project based on a real business case.
- RAT24 – After completing the degree, the student will be able to design projects for IT services and systems in all business fields.
- RAT25 - The graduate will be able to prioritize the operational tasks of the different functional areas of a company or organization.

4. Learning outcomes of the subjects

- RAM7 – The student will be able to properly relate the fundamental concepts of current business to obtain a broad vision of the economic reality that affects the company.
- RAM8 – The student will be able to accurately analyze inventory management and transportation techniques, marketing and distribution strategies, to improve the order distribution process.

5. Contents

Logistics and Operations offers a perspective on how the processes that deliver the product and/or service to the end user or customer are organized. That is, how operational and logistical processes are aligned so that organizations are able to adapt to new challenges and changes and carry out the purpose for which they are configured. In particular:

- 1. Operations and Supply Chain:**
 - 1.1. Organizational strategy and operations management,
 - 1.2. integrated logistics in operations management,
 - 1.3. strategic decisions in international operations,
 - 1.4. push and pull supply chains,
 - 1.5. new trends in international markets
 - 1.6. lean philosophy in operations.
- 2. Project-Based Production:**
 - 2.1. PERT diagram,
 - 2.2. critical path method (CPM),
 - 2.3. Gantt chart,
 - 2.4. heuristics for resource-constrained scheduling.
- 3. Productive Process Design:**
 - 3.1. Tactical aspects of the operations system,
 - 3.2. product types and life cycle,
 - 3.3. production capacity,
 - 3.4. productivity, efficiency and effectiveness,
 - 3.5. takt time and cycle time,
 - 3.6. assembly line balancing and bottleneck elimination, and digital systems for operations transformation.
- 4. Optimization for Operational Improvement:**
 - 4.1. Definition of variables and parameters,
 - 4.2. objective function,
 - 4.3. problem constraints,
 - 4.4. digital tools for solving optimization problems: Solver.
- 5. Material Requirements Planning (MRP):**
 - 5.1. Inventory management in pull supply chains
 - 5.2. MRP tables.
- 6. Inventory Management in Push Supply Chains:**
 - 6.1. Warehouses and digital logistics operators,
 - 6.2. ABC analysis,
 - 6.3. EOQ (Economic Order Quantity) inventory management,

6.4. the Newsvendor model for inventory management.

Application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness of its importance.

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.

- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighting of three evaluation blocks, divided into evaluable activities:

A. Midterm exam: 20%

B. Exercises, problems, preparation of reports, assignments, presentations: 40%

1. Four evaluable activities: 5% each

2. A group assignment or report: 10%

3. A group presentation: 10%

C. Final exam: 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0. If the final exam grade is less than 4.0, the subject cannot be passed.

In the event that the subject is failed and, in turn, the final exam grade is less than 5.0, the student can recover the final exam with an additional test. If the weighted grade for the activities in section B is less than 5, this is also recoverable. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Students who do not attend evaluative activities with a weight greater than 50% will receive an overall course grade of "Not presented."

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

The regulations establish a mandatory attendance requirement of 75%.

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the competencies and learning outcomes of the course. In this regard, a minimum attendance of 75% of the total scheduled sessions is mandatory.

Failure to meet this minimum attendance percentage will result in the loss of the right to sit the final exam for the course. Consequently, the student will be graded as a fail, with no possibility of reassessment or second-chance opportunities, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: justified and unjustified. Justified absences are those that can be supported by documentation. All other absences are considered unjustified.

2. Supporting documents must be submitted to the teaching staff within a maximum period of 7 days, and must clearly include the student's personal details, as well as the date and time during which attendance at class was prevented.

8. Bibliography

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- Bozarth, C. C., & Handfield, R. B. (2020). *Introduction to Operations and Supply Chain Management* (5th ed.). Pearson