

## Global supply chain strategy and design

**Master's degree in:** Supply Chain Management

**Subject:** Supply chain planning

**Credits:** 6 ECTS

**Program:** Master in Supply Chain Management

**Modality:** On-campus Full-Time

**Semester:** First

**Type:** Mandatory

**Language of instruction:** English

**Academic year:** 2025/2026

## Index

1. Presentation .....	3
2. Program's learning outcomes.....	3
2.1. Knowledge.....	3
2.2. Skills .....	3
2.3. Competences .....	4
3. Subject's learning outcomes .....	4
4. Contents .....	5
5. Methodology .....	5
6. Grading system .....	6
7. Bibliography.....	8

## 1. Presentation

The course "Supply Chain Strategy and Design" is fundamental in the field of management and logistics, as it focuses on the efficient planning and management of product, information, and resource flows throughout the entire supply chain. This area of study is crucial for understanding how companies can optimize their operations, reduce costs, improve quality, minimize delivery times, and meet customer demands in an increasingly globalized and competitive environment.

Firstly, this course provides students with an in-depth knowledge of key supply chain concepts, such as demand planning, inventory management, logistics, distribution, supplier management, and supply chain network optimization. Through this integrative approach, students gain the necessary tools to analyze and improve supply chain processes, resulting in a competitive advantage for organizations.

Moreover, the study of supply chain strategy and design enables students to understand the implications of strategic decisions in supply chain management, including supplier selection, risk management, outsourcing, globalization, sustainability, and innovation. This strategic approach is crucial for companies to adapt to changes in the business environment and capitalize on new opportunities in the global market.

Additionally, this course emphasizes the importance of information technologies and data analysis tools in the efficient management of the supply chain. Students learn to use enterprise resource planning (ERP) systems, warehouse management software (WMS), and predictive analytics techniques to enhance visibility and control of supply chain flows, contributing to more informed and accurate decision-making.

## 2. Program's learning outcomes

The subject-related learning outcomes are distributed as follows:

### 2.1. Knowledge

- |       |                                                                                                                                              |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------|
| RAT 1 | The graduate will be able to describe correctly complex supply chains and their adaptation to the organization's needs for permanent change. |
| RAT 2 | The graduate will be able to assertively identify developments in information technology applied to supply chain management.                 |

### 2.2. Skills

- RAT 7 The graduate 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.
- RAT 8 The graduate will be able to apply digital technologies (at the right time) in their field of expertise.
- RAT 11 The graduate will be able to apply in an efficient way the keys of e-Commerce to the area of operations and logistics in a multi-channel environment.
- RAT 12 The graduate will be able to adequately coordinate individual and team efforts and skills for the correct development and fulfilment of operational objectives.
- RAT 13 The graduate will be able to recruit a human resources team in the projects under their responsibility, adequate to the expected results projection.
- RAT 14 The graduate will be able to develop the strategic vision necessary to visualize the supply chain and the different factors that interact in it.
- RAT 15 The graduate will be able to assertively interpret the complementary concepts of planning and execution in a practical and efficient manner.

### 2.3. Competences

- RAT 17 The graduate will be able to come up with innovative, creative and entrepreneurial solutions in professional situations.
- RAT 18 The graduate will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT 19 The graduate will be able to apply the gender perspective in the professional tasks.
- RAT 20 The graduate will be able to correctly design new supply chain projects that meet business objectives.
- RAT 21 The graduate will be able to restructure in an efficient way the teams of the company's functional departments involved in the supply chain.
- RAT 24 The graduate will be able to create in an effective way business models on the basis of the company's supply channel global strategy.

## 3. Subject's learning outcomes

The subject-based learning outcomes for this course are as follows:

- RAM 1 The graduate will be able to effectively apply concepts related to sales and operations planning processes by developing an integrated strategic plan for the company.
- RAM 2 The graduate will be able to accurately design a company's distribution centers, considering quality, service, and efficiency criteria, through a comprehensive logistics project

## 4. Contents

- **Topic 1: Strategic Business Management**
  - Design of a business model
  - Design of business strategy
- **Topic 2: Operations Strategy**
  - Introduction: Analysis of the current situation
  - Operational objectives and their alignment with business strategy
  - Strategy monitoring
- **Topic 3: Supply Chain Design**
  - Key elements for efficient supply chain design
  - End-to-end interconnection and interdependencies
  - Optimization of global flow design: Nearshoring & Offshoring
  - Key and support processes
- **Topic 4: Key Approaches to Strategic and Operational Supply Chain Management**
  - Transversality
  - Supply Chain Talent
  - Partnerships
  - Continuous improvement vs. Transformation

## 5. Methodology

The methodology applied to this subject, framed within the educational model of EAE Business School, LifEd, is detailed in the following table:

**ON CAMPUS FULL TIME MODALITY**

Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Lecture	Conferences
	Presentation sessions	Student presentations
	Audiovisual-based learning	Analysis of audiovisuals
	Tutorials	Meetings to resolve doubts    Follow-up meetings
Skills	Project work	Problem-solving    Information searching and processing Presentation of reports and/or work
	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation    Presentation of reports or work

## 6. Grading system

### Continuous assessment

Grading system	Weight
Block 1: Exercises, Problems, Report Preparation, Assignments, Presentations	40 %
Block 2: Participation and Oral Presentations	20 %
Block 3: Final Evaluation Test	40 %

Block 1 will consist of:

- Two individual evaluable activities. 10% each.
- Two group projects or reports. 10% each.

Block 2 will consist of:

- Participation and oral presentations – 20%.

Block 3 will consist of:

- An exam - 40%.

The final grade for the course will be obtained by weighting the three blocks. The minimum weighted grade required to pass is 5.0.

If the student fails Block 1 or Block 3 (or both) with a grade lower than 5.0, they may retake that block or blocks. This grade will average with the other blocks, and the maximum final grade the student can receive is 5.0.

If the student is unable to attend the initial evaluation, and can provide a justified reason (see regulations of the University of Lleida), they may take the exam on the date set for recovery.

Students who do not attend evaluative activities with a weight exceeding 50% will receive a general course grade of "Not presented."

#### Alternative Evaluation

The single evaluation consists of a single exam that accounts for 100% of the course. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final test. If a grade lower than 5.0 is obtained, the student has the right to a recovery exam.

To opt for the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course. The procedure to follow to opt for this single evaluation is established in the specific rules of EAE.

Plagiarism is a fraudulent activity that can lead to severe penalties, both academic and legal. Academic honesty is one of the pillars of the educational commitment of the School, and the members of its teaching community are especially aware and prepared to detect such actions. Given the difficulty often involved in conceptualizing plagiarism, it has been deemed appropriate to clearly define its content and scope in these regulations and policies.

Plagiarism is understood as the appropriation of works or other people's work by passing them off as one's own; that is, without explicitly crediting their origin. Plagiarism can consist of the unauthorized total or partial copying of someone else's work, or presenting the copy as an original work, impersonating the true author. Some examples of plagiarism are:

- Submitting someone else's work as if it were your own, regardless of whether the copy is total or partial.
- Paraphrasing a text by rephrasing it with other words, but making small changes in the language to disguise it and without citing sources.
- Buying or obtaining a work and presenting it as one's own.
- Relying on an idea or phrase from another person to write a new paper without citing the author of the work.

As established in Article 10 of the Academic Code of Conduct for Students at EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the legal actions that correspond in case plagiarism could violate applicable regulations regarding intellectual property.

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