

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

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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:

- Organizational strategy and Directorate of Operations
- Strategic Decisions in International Operations
- Supply Chain and New Trends for International Markets

- Tactical aspects in the Operations System
- Integral Logistics in Operations Management
- New digital systems to transform business and operations
- Warehouses and Digital Logistics Operators
- Intelligent Logistics Operators
- 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 % |

When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects, midterm exam) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades. Students must take the final exam if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a “No Show” overall course grade.

"The maximum grade that students may obtain on the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests will, in any case, constitute the final grade of the subject". **Thus, only those students who having completed the partial exam, the final exam and have completed 100% of the activities of continuous assessment of the subject, are suspended (final grade of the subject less than 5) will be entitled to the exam.**"

Single Evaluation: The single assessment consists of a single examination equivalent to 100% of the grade of the subject. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test.

To benefit from the single assessment, it is necessary to send the teacher a written request during the first 15 working days of the course.

8. Bibliography

- Sarmiento, A. E. (2022). Logística intermodal. Ediciones de la U.
- Barría Hernández, Y. R. (2023). Gestión logística organizacional.
- García, L. A. M. (2023). Logística del transporte y distribución de carga. Ecoe Ediciones.
- Otros
- Benito, C. P., & Cerdeño, V. J. M. (2023). Logística y blockchain. DISTRIBUCIÓN Y CONSUMO, 1, 26.
- MacCarthy, B. L., & Ivanov, D. (Eds.). (2022). The digital supply chain. Elsevier.