

**COURSE DATA****Data Subject**

Code	40108
Name	Logistics and physical distribution
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1 Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	2 - Specialty in distribution	Optional

Coordination

Name	Department
FAYOS GARDO, TERESA	43 - Marketing and Market Research

SUMMARY

In the course Logistics and Physical Distribution will analyse variables such as the development of systems that allow the integration of the company in real value chains, going beyond the simple aggregation of the functions of storage, transport and handling of the goods, incorporating the customer service as a key success factor in all these activities. Thus, the first part "Logistics and physical distribution", aims to define the current content of the logistics function in companies that operate in the commercial distribution sector, establishing logistics as a dynamic concept. The evolution in the content of the logistics function is analysed and its current importance is highlighted in a highly competitive environment and the ways of organizing the logistics function in the company are defined. The second thematic block, "elements of the logistic function" aims to identify, conceptualize and develop the variables that support an efficient logistics function. Marketing channels, logistics operators, information management systems, customer service and logistics platforms are presented as current trends. Finally, the third phase of the programming involves focusing on "the new logistics strategies" by making known the new trends that, from the incorporation of information and communication technologies, are generated in the design of the logistics function.

It will consist of the theoretical-practical study of the new approaches around the logistics function and the supply chain management, delimiting its nature and components. The foundations of logistics, its objectives and its



relevance in the field of international trade will be considered.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.



- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Ser capaces de organizar y planificar las actividades de un departamento de marketing en el ámbito empresarial.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

- 1.-Select and correctly use different sources of information in both traditional and electronic formats.
- 2.-Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated.
- 3.-Argue and counter-argue.
- 4.-Identify the components of the logistics function of a company in the marketing channel.
- 5.- Use the technical vocabulary of the subject.

DESCRIPTION OF CONTENTS

1. First Part.- Fundamentals of Logistics and Physical Distribution

Topic 1. Logistics and its activities: importance and focus

Topic 2. New logistic developments

Topic 3. Customer service in logistics

Topic 4. Logistics in international trade

**2. Second Part.- Elements of the Logistics Function**

Topic 5. Inventory management

Topic 6. Transportation decisions

Topic 7. Storage decisions

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	36,50	100
Theory classes	0,00	100
Attendance at events and external activities	7,50	0
Development of group work	12,50	0
Readings supplementary material	6,00	0
Preparation of evaluation activities	17,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	125,00	

TEACHING METHODOLOGY

The teaching methodology to be used in the theoretical classes will basically be the participatory master class. In this sense, the teacher will explain the different topics and points that make up the program, but at the same time motivate active participation in class, trying to intersperse the use of his word with teacher-student dialogue intervals. In each of the topics, the teaching resources are conceived structured as follows:

- Basic bibliography, in which a series of manuals are indicated that allow to adequately cover the subjects contained in the programming of the subject.
- Supplementary Bibliography or Readings. Both monographs are collected here, focusing on a specific issue related to the subject and articles that deal with some specific aspect of the topic.
- Additionally, the student will have available through the virtual classroom links to documents and web pages with complementary information

As for the practical part, the previous work and the active participation of the student will be the fundamental key in its development and evaluation. The activities to be developed, both individually and as a team, will basically be of three types:

- Discussion of readings
- Discussion of practical cases
- Preparation of reports



In addition, during the course involved professionals involved in logistics management in order to illustrate in an applied way the theoretical topics of the subject. Visits will also be made to companies or institutions to learn about certain logistics functions through experience.

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

The evaluation of the subject will be made taking into account the achievement of different types of skills, as follows:

- a) Class participation 10%
- b) Individual work 20%
- c) Teamwork 20%
- d) Final exam 50%

a) Participation in class

Participation will be evaluated in a positive way to the extent that:

- The student attends the sessions regularly and punctually.
- The student shows motivation to participate in debates or activities.
- Participation demonstrates that the relevant materials have been read.
- Participation takes into account the interventions of colleagues.
- The student respects the classmates in all aspects.

b) Individual work

Through the individual works the teacher will be able to evaluate the abilities of the student regarding the analysis of problems, the logical argumentation, as well as the structuring and documentation of written works. Individual work is based on two methodologies:

- Debate of readings: The student must read previously to the session in which the debate is scheduled, the readings indicated by the teacher, in order to participate actively and documented in the discussion.
- Resolution and discussion of practical activities: The student should analyze a situation or specific problems related to business logistics, propose options or solutions, and argue their proposals. There will be two practical cases during the course, which will be presented in writing on the date indicated.

c) Team work

The final objective of the work is to evaluate the marketing strategy of a certain company, in particular in relation to its logistics, and propose actions in this regard.

d) Final exam

There will be a final exam. The exam that will evaluate the competences related to the identification and comprehension of the contents of the syllabus, as well as the illustration of them through examples or practical cases. The exam will contain both short questions and development questions and theoretical-practical questions. It is necessary to pass the final exam in order to pass the course.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.



REFERENCES

Basic

- Anaya, J.J. (2015). Logística Integral. La Gestión Operativa de la Empresa. ESIC Editorial. Madrid.
- Ballou, R.H. (2004). Logística. Administración de la Cadena de Suministro. Ed. Pearson Prentice Hall.
- Ruiz, J.A., Gaitán, J.A. y Morato, J.L. (2005). Logística Comercial. Ed. McGraw Hill, Madrid.
- De Caleruela, F. (2015). El libro rojo de la logística. AECOC.
- Cabrera Cánovas, A. (2014). Logística internacional: una herramienta para la competitividad. ICEX. Madrid
- DHL (2018). Logistics Trend Radar. Disponible en: <https://www.logistics.dhl/global-en/home/insights-and-innovation/thought-leadership/trend-reports/logistics-trend-radar.html>
- Villegas, G. (2018). Logística 4.0: Un desafío en clave de oportunidad. Informe Alimarket/Gran Consumo, pp. 150-177. Publicaciones Alimarket S.A.

Additional

- Coca Castaño, P. (2013). La externalización de la logística en una economía globalizada. Análisis de los 3PL en la Comunidad Valenciana. Fundación Valenciaport. Valencia
- EAE Business School (2016). Transporte intermodal: presente y futuro. EAE Business School.
- Ferrín, A. (2005). Gestión de Stocks en la Logística de Almacenes. Ed. Fundación Confemetal, Madrid.
- García Barranco, M.C. y Pérez Mesa, J.C. (2015). Influencia de la distribución europea en la gestión logística del exportador. El caso de España, Alemania, Francia y Países del Este. Editorial Universidad de Almería y Cátedra de Logística de Andalucía. Almería.
- Jacobs, F.R. y Chase, R.B. (2018). Administración de operaciones. Producción y cadena de suministros. Ed. McGraw Hill Education
- ICC (2010). Incoterms 2010. Reglas de ICC para el uso de términos comerciales nacionales e internacionales. Ed. Comité Español Cámara de Comercio Internacional. Barcelona
- ICEX (2011). Incoterms: el lenguaje común del comercio internacional. DVD.
- Urzelai, A. (2006). Manual Básico de Logística Integral. Ed. Díaz de Santos; Madrid.
- Waters, D. (2008). Supply Chain Management. An Introduction to Logistics. Ed. Palgrave Mcmillan,
- Direcciones web de referencia:
 - AECOC- Asociación Española de Codificación Comercial: www.aecoc.es
 - Asociación para el Desarrollo de la Logística (ADL): www.adl-logistica.org
 - Autoridad Portuaria de Valencia: www.valenciaport.com
 - Cadena de suministro : www.cadenadesuministro.es
 - Centro Español de Logística (CEL): www.cel-logistica.org
 - Council of Supply Chain Management Professionals: <http://cscmp.org>
 - European Logistics Associations : www.elalog.org
 - International Warehouse Logistics Association: www.iwla.com
 - Logística profesional en Internet: www.logisnet.com
 - Ministerio de Fomento: www.fomento.es
 - Organización Empresarial de Logística y Transporte UNO: www.unologistica.org



Puertos del Estado: www.puertos.es

Revista Logística y Transporte : www.logisticaytransporte.com

Revista Manutención y Almacenaje : www.manutencionyalmacenaje.com

Secretaría de Estado de Telecomunicaciones y para la Sociedad de la Información:
<http://red.es/index.action>

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.