

## **Understanding the Challenges of Global Logistics and Supply Chain Management**

### Aim of the course

The increasing internationalization has moved the focus from national to international logistics systems. On the supply side local or domestic suppliers have been replaced by a complicated pattern of international sourcing. The organization and management of production processes have changed to more flexible and specialized forms. New inter-organizational relationships between firms in vertical systems are emerging. On the demand side, international markets have become more important, and many companies are reconfiguring their international logistics systems. The international competition has forced the companies to be both market and customer oriented and cost effective at the same time. Mass customization, flexibility and time compression are keywords in this development.

This seminar aims at giving the participants an understanding for the many factors that influence the structure and volume of logistics and supply chain management in an environment that is very much impacted by globalization. The goal of the course is to give the participants knowledge and understanding of the global supply chain in a dynamic, international environment. Besides that, it is the goal to enable the participants to analyze and evaluate alternative ways of organizing and managing global supply chains. The course will focus on concepts, structures, network relationships and processes in international logistics. Some emphasis will be put on specific tools and techniques.

### Content of the course

The scope of logistics spans the entire set of organizations from procurement of materials and product components to delivery of the finished product to the end consumer. In an international context this means that sourcing, production and distribution have to take into account differences and similarities between various markets. This includes transport systems, distribution channels, communication systems, competition and technology.

Some of the central issues of the course are:

- The concepts logistics and supply chain management
- Structuring the global supply chain
- Inter-organizational relationships in global the supply chain
- Development of global supplier strategies and networks
- Logistics information systems and standard applications
- Third party logistics
- Logistics excellence as a competitive strategy

### Possible outline of the seminar

The previously mentioned issues may be translated into the following time table covering 3 days of lecture and case study discussions with different faculty members.

#### **Day 1: Introduction to International Logistics and Global Supply Chain Management**

- Logistics and Supply Chain Management in an international context
- The value chain and the logistics/supply chain concept
- From transaction to relationships
- Bullwhip effect

#### **Day 2: Global logistics and supply chain operations**

- The management of flows of goods (incl. transportation, warehousing, picking/packing)
- The role of information in a supply chain
- Global Procurement, Production and Distribution network management (incl. sourcing, postponement, just-in-time and lean concepts)

#### **Day 3: Managing global supply chains**

- Order Decoupling point strategies
- Legal aspects of international logistics
- The role of logistics service providers in the supply chain (incl. supply chain design, current trends and logistic alliances).
- Managing vertical hybrid logistic arrangements

The content is a suggestion and may also be reserved to changes in form of customization.

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