



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Supply Chain Management
Subject code	E000011753
Main program	Bachelor's Degree in Business Administration and Management (E-2)
Involved programs	Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Manuel Francisco Morales Contreras
Schedule	Consult for this purpose the schedules of the different groups in which it is taught.
Office hours	Request an appointment by email
Course overview	ANECA: Detail in the knowledge and understanding of the keys to supply chain management in a global context. In a first part, it is exposed concepts about the business logistics system and logistics functions in the supply chain. In a second part, the logistics functions of supplies, production and physical distribution. Next, concepts referring to logistics strategies in the supply chain, considering the opportunities and threats arising from the international dimension of operations (eg exploitation of the advantages derived from the most efficient location of supplies and warehouses). Add the reflection on the bullwhip effect as source of inefficiencies in the supply chain and collaborative relationships between companies in the chain. Finally, concepts on the applications of information technologies in logistics management of the supply chain (ERP and SCM).

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
The course develops the knowledge and understanding of the more important elements of supply chain management in a global context. Concepts about logistics functions, manufacturing and physical distribution together with concepts related to supply chain strategies ,



considering the opportunities and threats derived from the international dimension of operations.

Prerequisites

Operations Management course

Competencies - Objectives

Competences

GENERALES

CG2	Capacidad de gestionar información y datos provenientes de fuentes diversas para hacer un análisis crítico y un correcto diagnóstico de la realidad empresarial.	
	RA1	A partir de la información y datos obtenidos de fuentes diversas, identifica problemas empresariales determinando, el origen/las causas de los mismos.
	RA2	Es capaz de realizar dicho proceso de diagnóstico dando y recibiendo feed-back de forma asertiva, que ayude a incrementar la integración y la confianza en los equipos de trabajo
CG3	Capacidad para la resolución de problemas y toma de decisiones empresariales seleccionando y aplicando adecuadamente las técnicas pertinentes de análisis de datos	
	RA1	Identifica, captura y analiza de forma eficiente datos de fuentes primarias y secundarias que sean necesarios para el análisis del entorno competitivo de la empresa
	RA2	Aplica los conceptos matemáticos y técnicas cuantitativas y cualitativas de análisis de datos necesarios para la resolución de problemas empresariales y apoyar el diagnóstico y toma de decisiones en la empresa.
CG5	Desarrollar habilidades interpersonales que refuercen el aprendizaje de un trabajo autónomo, bien organizado y planificado y que esté orientado a la acción y a la calidad.	
	RA1	Desarrolla habilidades académicas, interpersonales e instrumentales necesarias para la investigación independiente, relacionando los conocimientos adquiridos con las distintas aplicaciones profesionales o prácticas reales
CG8	CG8 Reforzar la capacidad de gestión del cambio que apoye la transformación digital de la sociedad contemporánea con Tecnologías de la Sociedad de la Información, nuevas formas de organización del trabajo y nuevos modelos de negocio.	
	RA1	Identifica necesidades y recursos tecnológicos a la hora de resolver problemas conceptuales y técnicos a través de medios digitales
	RA2	Se comunica eficazmente y de manera proactiva en entornos digitales, compartiendo recursos a través de herramientas en línea, colaborando con otros a través de herramientas digitales, e interactuando en comunidades y redes profesionales



THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Lesson 1: The supply chain strategy

- 1.1 Definition of supply chains
- 1.2 Evolution and trends.

Lesson 2: Inventory management

- 2.1 Types of inventories
- 2.2 Inventory costs
- 2.3 Inventory models
- 2.4 Technology applied to inventories.

Lesson 3: Strategic sourcing.

- 3.1 Purchasing Management
- 3.2 Supplier Management
- 3.3 Total cost of ownership
- 3.3 Global sourcing strategies

Lesson 4: Demand Management

- 4.1 Demand forecast models

Lesson 5: Transportation planning systems

- 5.1 Logistics transport systems
- 5.2 Movement of materials
- 5.3 Technology applied to transport systems

Lesson 6: Location decisions

- 6.1 Outsourcing
- 6.2 Strategic alliances
- 6.3 Offshoring, Reshoring and Nearshoring

Lesson 7: Supply chain management

- 7.1 The bullwhip effect
- 7.2 Global sourcing
- 7.3 Corporate social responsibility in the supply chain
- 7.4 E-commerce

TEACHING METHODOLOGY

General methodological aspects of the subject

The course follows a practical approach, focused on the student, to promote his / her autonomy and active participation during the learning process with the aim of helping him / her to develop the necessary competences for his/her professional life. The following activities will be developed in order to develop the concepts and competences above mentioned:



In class methodology:

1. Master Classes where the professor will present the main contents in a clear, structured and motivating manner, in general supported with multimedia resources. Main aspects will be outlined to support the student learning process, as well as suggestions from students are encouraged and considered.
2. Practice classes. Where the professor explains the basic notions, with the students participations who discuss and debate some of the points or nuances in order to optimize the contents comprehension. It will include dynamic presentations and regulated or spontaneous participation of students through diverse activities.
3. Analysis and resolution of cases proposed by the professor, after a short reading, material prepared on purpose or any other data or information where students could apply the acquired knowledge. In general, cases will be based on real situations and problems. Teamwork will be encouraged.
4. Search for documentation and data on Web. The main goal is that students can identify real applications of the lessons explained in class.
5. Public presentations of specific issues or cases. Presentation and defense of cases in front of the class and professor. It could be done individually or in teams. Aspects to be considered during evaluation: conceptual organization, knowledge of the related topic, clear exposition, respect and coherence in all phases, and, in case of a collective assignment, active collaboration of all team members.

Out of class methodology:

1. Individualized study and deepening of the documentation that the student will carry out to understand, rework and assimilate the scientific content with the aim of a practical application. Individual reading of texts and materials (books, reviews, articles, press releases, Internet documents, cases, etc.) related to the course. All materials and guides are available on the course website.
2. Individual or group academic tutoring in order to resolve problems or doubts that may have arisen during the learning process.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas	Exposición pública de temas o trabajos
33.00	20.00	7.00
NON-PRESENTIAL HOURS		
Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	Ejercicios y resolución de casos y de problemas
30.00	30.00	30.00
ECTS CREDITS: 6,0 (150,00 hours)		

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final Exam		



1. Exam Theory = 50% 2. Exam Cases and Exercises = 50%	Capabilities: Comprehension, Relational, Exposition Reasoning	50
Active Participation in class	Participation, Proactivity.	10
Group project: practice applications of competences A misuse or fraudulent use of generative artificial intelligence (such as ChatGPT) will be cause for sanction. See NOTE below	Teamwork and practice application od theory.	20
Control tests	Classes follow up. Concept understanding	20

Ratings

Final Exam minimum qualification required= 4.00 points (from a max. of 10.00).

Students failing the ordinary exam will have the opportunity of an extraordinary exam, whose grade will consist on:

- Exam Theory = 50%
- Exam Cases and Exercises = 50%

In this case, the course grade will be this exam grade.

Extraordinary Exam minimum qualification required= 5.00 points (from a max. of 10.00).

NOTE REGARDING THE MISUSE BY STUDENTS OF GENERATIVE ARTIFICIAL INTELLIGENCE

The misuse by students of generative artificial Intelligence (such as Chat GPT) in any assessment activity will be considered a serious offense, according to the General Regulations of the University, article 168.2.e: "engaging in actions aimed at falsifying or defrauding academic performance evaluation systems." The consequences of such actions will result in "temporary expulsion of up to three months or the prohibition of taking exams in the next examination period upon imposition of the sanction, in one or several subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the respective subject, [...] and being prohibited from taking the exam for that subject in the following examination period."

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

CHOPRA, S.(2018) "Supply Chain Management: Strategy, Planning, and Operation" 7th ed. Pearson.

HEIZER J.; RENDER, B., MUNSON, C. (2023). Operations Management: Sustainability and Supply Chain Management (14th Edition). Pearson

JACOBS, F.R.; CHASE, R.B. (2021). Operations and Supply Chain Management.(16th Edition). McGraw Hill.

KRAJEWSKI, L.J.; MALHOTRA, M.K.; RITZMAN, L.P. (2018). Operations Management: Processes and Supply Chains (12th Edition). Pearson.

LEPORATI, M., MARTUL VÁZQUEZ, L., MORALES CONTRERAS, M.F. (2021). GLOBAL SUPPLY CHAIN. An integrative View. Ed. Thomson



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2024 - 2025

Reuters, Aranzadi.