

EMG10M10 Business in Europe: Logistics in Europe

Lecturer

Instructor
Eric REINHARD

Email
eric.reinhard@hartmann.info

Course format

Working language :
Volume of contact hours :

English
5h

Course track

Track: Attendance

Course description

Supply chain management has become a key business issue for European companies over the past three decades. The aim of this 5 hour course is to get familiar with the context of European Logistics, its challenges and perspectives. A concrete and operational approach will be provided to build collaborative supply chains across Europe and worldwide.

Educational organisation

In-class: Yes
As a group: Yes
Interaction: Yes
Assignments: No

Learning outcomes

At the end of the course, the student should be able to:

- Know how logistics networks are structured ;
- Know the supply chain and basic logistics English vocabulary ;
- Understand the benefits of collaboration and Lean management approach within supply chains ;
- Learn how to improve the supply chain performance, by understanding the challenges and the basics of the SCOR model.

Course Outline

1. Introduction to Logistics and Supply Chain Management with Lean management perspective
2. Overview of a European Logistics network; the Paul Hartmann Group example
3. The Beer Game experience :
 - a) On-line game : the goal is that each student plays and experiences acting through a supply chain
 - b) Debriefing : analysis of the results (total cost) and the bullwhip effect
 - c) Integration in the supply chain: Sales & Operations Planning (S&OP)
4. SCOR Model basics:
5. how to structure a supply chain
6. how to map and improve a logistics network : business case in small groups.

Pre-requisites for the course

English

Teaching materials

Power point, Handout, On-line game, Business cases in small groups, Companies' examples.

Recommended reading

Logistics Management and Strategy ; A.Harrison and R.Van Hoek : ed. FT Prentice Hall, 2008

Strategic supply management ; P.Cousins, R.Lamming, B.Lawson, B.Squire, ed. FT Prentice Hall, 2008

Strategic Supply Chain Management ; S.Cohen, J.Roussel, ed. McGraw-Hill, 2008

Logistics concepts for the future ; Different authors, ed. Leif Enarsson, 2002

Hau L. Lee et V. Padmanabhan, « Information distortion in a supply chain: The bullwhip effect », Management Science 43, no 4 (avril 1997): 546.

<http://www.apics.org/sites/apics-supply-chain-council/frameworks/scor>

Assessment

Final written test with a mix of multiple choice and open questions. Length: 15 minutes.

Grounds for expulsion from classes

Such behaviors as...

- arriving late, leaving early or unannounced leaving of the classroom during class time
- disruptive eating or drinking in class
- using smartphones and laptops for non class-related purposes
- reading non class-related documents
- chatting on non class-related issues
- showing disrespect towards lecturers

... may lead to expulsion from classes.