

## 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.