COURSE DESCRIPTION
COMMERCIAL LOGISTICS
3TH YEAR | 2ND SEMESTER
DEGREE: MARKETING
IN-CLASS TEACHING
ACADEMIC YEAR: 2019/2020
SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Commercial Logistics
Code: c307
Year (s) course is taught: 3º
Semester (s) when the course is taught: 2º
Type: MANDATORY ATTENDANCE
ECTS of the course: 6
Hours ECTS: (30)
Language: Spanish
Modality: on campus
Degree (s) in which the course is taught: DEGREE IN MARKETING
School which the course is taught: School of Business & Economics

2.- ORGANIZATION OF THE COURSE:

Department: BUSINESS ECONOMICS
Area of knowledge: Marketing Research

2. LECTURERS OF THE SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Juan Carlos García Villalobos</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 914566300 (15371)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:garvil@ceu.es">garvil@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.05B</td>
<td></td>
</tr>
<tr>
<td>Teaching and Research profile FULL PROFESSOR</td>
<td></td>
</tr>
<tr>
<td>Research Lines Marketing, Retailing, Logistics</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
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</thead>
<tbody>
<tr>
<td>Name: César Moreno Pascual</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 914566300 (15658)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:cesaralfonso.morenopascual@ceu.es">cesaralfonso.morenopascual@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.20B</td>
<td></td>
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</tbody>
</table>

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.
### 3. COURSE DESCRIPTION

The purpose of this course is to analyze the supply chain logistics management focus on the last stage of this process, which is all the activities that flow from the manufacturers to customer. It includes decisions about logistics network, transportation, warehousing and stock management. At the same time, it enables to show how their benefits can improve the organization added value getting to the market gaining competitive advantage.

### 4. SKILLS

#### 1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Basic and General Competencies</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB1 CB2</td>
<td>CE6</td>
</tr>
</tbody>
</table>

#### 2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>RA1</td>
<td>Identify the key issues in the supply chain management.</td>
</tr>
<tr>
<td>RA2</td>
<td>Assess the incidence of the logistics activities in providing service to market.</td>
</tr>
</tbody>
</table>

### 5. EDUCATIONAL ACTIVITIES

#### 1.- DISTRIBUTION OF STUDENTS` ASSIGNMENT:

<table>
<thead>
<tr>
<th>Total hours of the course</th>
<th>6ECTS X 30 = 180</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>AF2</td>
<td>Seminar</td>
</tr>
<tr>
<td>AF3</td>
<td>Workshop</td>
</tr>
<tr>
<td>TOTAL Presence Hours</td>
<td>60</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>TA</td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>
6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- Students that may not meet the minimum percentage of assistance of the course must have justified reason to do so and it has to be notified to the lecturer at the beginning of the course. In this case, the lecturer will establish an adequate planning for the student to pass the course. If this communication is not done in due time and manner, will be evaluated on the same criteria as the ones attending to class.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE2</td>
<td>Written exam - short questions</td>
<td>5</td>
</tr>
<tr>
<td>SE3</td>
<td>Written exam – reasoning questions</td>
<td>30</td>
</tr>
<tr>
<td>SE4</td>
<td>Written exam – open questions, theoretical and / or practical</td>
<td>25</td>
</tr>
<tr>
<td>SE7</td>
<td>Team work</td>
<td>40</td>
</tr>
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3.- DESCRIPTION OF ASSESSMENT CRITERIA:

ORDINARY EXAMINATION (CONVOCATORIA ORDINARIA). CONTINUED EVALUATION:

Continued evaluation includes:
- Tests (20%): Tests may be short theoretical questions and/or practical exercises of the subjects imparted up until that moment in time.
- Workshop and Assignments (40%): Students are asked to investigate and research different cases and to then present these in class. These have to be solved in groups, and the students have to show the skills needed to find out specific information or compilation of reports.
- Final Exam (40%): consists in a series of approximately 10 theoretical and a series of practical questions related to the class programme.

In order to pass the subject, the student has to obtain at least 5 points by summing the aspects described.

RESIT EXAMINATION (CONVOCATORIA EXTRAORDINARIA):

- Any student, who does not pass the “convocatoria ordinaria”, has to sit the final exam in the “convocatoria extraordinaria” that will include the totality of the content of this subject. The exam can include questions about any of the work realized throughout the course.
- In any case, the assignments have to be delivered if they were not done; so the assessment will be 60% final exam/40% workshop and assignments.
7. SYLLABUS

1.- SUBJECT PROGRAMME:

CHAPTER 1. BUSINESS LOGISTICS
1. Concept of Supply Chain Management.
2. Logistic functions in the company: core components.
3. Logística & Marketing
4. Marketing channels logistics
5. Practical cases.

CHAPTER 2. SUPPLY CHAIN STRUCTURE: KEY DECISIONS
1. Concept and objectives of logistics network.
2. Logistics network typology
3. The order cycle: significance and contents
4. Stock management
5. Casos prácticos.

CHAPTER 3. WAREHOUSING
1. Warehouse operations.
2. Warehouse design.
3. Warehouse systems.
4. Handling.
5. Practical cases.

CHAPTER 4. TRANSPORTATION OPERATIONS
1. Transportation role in Supply Chain.
3. Transport Administration.
4. Logistics & packaging.
5. Practical cases.

8. BIBLIOGRAPHY

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:
4.- WEB RESOURCES:

- ASOCIACIÓN PARA EL DESARROLLO DE LA LOGÍSTICA. http://www.adl-logistica.org
- ASOCIACIÓN ESPAÑOLA DE CODIFICACIÓN COMERCIAL. http://www.aecoc.es
- LOGÍSTICA PROFESIONAL: http://www.logisticaprofesional.com
- CENTRO ESPAÑOL DE LOGÍSTICA. http://www.cel-logistica.org
- COUNCIL OF SUPPLY CHAIN MANAGEMENT PROFESSIONALS. http://www.cscmp.org
- INSTITUTO CATALÁN DE LOGÍSTICA. http://www.icil.org
- PORTAL DEL TRANSPORTE Y LA LOGÍSTICA. http://www.logisticaytransporte.es

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.

The student must show the right attitude in the classroom in accordance with the rules of the Faculty and the University. This implies attending regularly and on time, as well as having a participatory attitude in the classroom, doing the work or exercises required.

The teaching unit will also decide in each case, the penalty applies to those students who are expelled from the classroom.