



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Reverse Logistics (LOGINV)

PROGRAM: Marketing & International Logistics Administration

Level of Study Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2014-1
VALID FOR	Valid
ACADEMIC AREA	Operations
CYCLE	Basic
SEMESTER	Seventh - Eighth
SUBJECT TYPE	Mandatory
CREDIT POINTS	2 (old program); 3 (new program)
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	Logistics of Distribution (1471604, old program)
LANGUAGE	Spanish
TEACHER'S NAME	
COURSE DETAILS	
COMPETENCES DEVELOPED	<ol style="list-style-type: none"> 1. Logistics responsible management regarding environment 2. Waste handling processes 3. Regulatory and policy, traverse and industry frameworks 4. Design and implementation of Reverse Logistics strategies 5. Development of research methodologies by means of research seedbeds 6. Understanding the competitive advantage of a socially responsible logistics operation 7. Paradigm shift in the responsible management of the environment
COURSE CONTENTS	<p>MODULE I: Introduction</p> <ul style="list-style-type: none"> • Environment as social concern • Reverse logistics concept evolution • Reverse supply chain management and its integration with direct supply chain management • Research theoretical framework • Research <p>MODULE II: Strategy</p> <ul style="list-style-type: none"> • Reverse Logistics as a strategic weapon • Relationship with stakeholders • Parallel between Direct Logistics and Reverse Logistics • Organizational culture and Reverse Logistics • Benefits of implementing a reverse logistics strategy • Barriers to implementation • Research <p>MODULE III: Tactics & Operation</p> <ul style="list-style-type: none"> • Life cycle process design and analysis • Reverse logistics economic models • Research <p>MODULE IV:</p> <ul style="list-style-type: none"> • Regulatory and normative framework: Worldwide, LATAM and Colombia • Environmental treaties • Social and environmental responsibility: carbon footprint, green brands and environmental marketing • Trends and challenges of reverse logistics • Research

METHODOLOGY	Lecture & case studies
ASSESSMENT	<p>In accordance to the institutional guidelines provided in the document "Comprehensive Education & Tailored Education", the assessment process must be permanent, dialogical, quantitative and qualitative, plus comprehensive. The evaluation of the subject will be done in three terms during the academic period through a continuous monitoring of the performance of each student in the assessed criteria. The calculation of this grade is performed as follows:</p> <p>Term I (30%): Argumentative text Research progress</p> <p>Term II (30%): Research progress</p> <p>Term III (40%): Paper Conference Scientific poster</p>
LINKS:	
WEEKLY PLAN	Provided by request
DETAILED CONTENT	Provided by request