



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Cathedra Logyca/Mit-Scale (4304CALO)**

**PROGRAM:**

**Bachelor of Business Administration (BBA)**

**Bachelor of Administration & Service (BA&S)**

**Bachelor of International Business (BIB)**

**Bachelor of International Marketing & Logistics Administration (BIMLA)**

**LEVEL OF STUDY: Undergraduate Programme**

**GENERAL ACADEMIC INFORMATION**

<b>LATEST UPDATE</b>	2020-2
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<b>ACADEMIC DEPARTMENT</b>	Operations Management		
<b>Subject type</b>	Emphasis / Elective		
<b>Language</b>	Spanish		
<b>Semester</b>	Programme	Semester	
	BIMLA	7/8	
	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
<b>Number of Academic Credits</b>	3		
<b>Hours of academic work</b>	144		
<b>Contact hours</b>	32		
<b>Hours of independent /autonomous work</b>	112		
<b>Learning prerequisites</b>	<ul style="list-style-type: none"> <li>To know the basic concepts of logistics, operations management and supply chain.</li> </ul>		
<b>International Component</b>	<ul style="list-style-type: none"> <li>National and international standards, policies, regulations and mores related to the professional field.</li> <li>Vocabulary and technical language to communicate in different cultural contexts.</li> <li>Intercultural challenges.</li> </ul>		
<b>Sustainable Development Goals (SDG)</b>	9. Industry, Innovation, and Infrastructure		

**COURSE DETAILS**

<b>COURSE DESCRIPTION</b>	Understand how public policies are designed and managed that favor the logistical performance of companies and increase competitiveness and attraction of productive investments in the regions, as well as how to use the analysis of data from the operation as a fundamental basis for effective decision-making structural decisions that achieve logistical efficiencies in mega cities, not only from a cost optimization approach, but also from a sustainable balance (social, economic and environmental).
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**Key Words:** Public policies logistics, business logistical performance, mega city logistics

<b>COMPETENCES DEVELOPED</b>	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01	- Identify the different problems and opportunities for improvement of the logistics operation in Latin America, from the analysis of its public policies and competitiveness and sustainability strategies	Knowledge	0. Presentation of class projects 1. What is public policy? 2. What are mega cities?	Projects Based Learning	Formative Assessment
	ILO02					
	ILO06		Skill	4. The National Logistics System: Components and their public management (analysing aspects such as: infrastructure, logistics services, productive chains, human capital, technology, commercial facilitation, sustainability, land use planning, multimodal transport	Challenge Based Learning	
ILO01	- Formulate the bases of a public policy in logistics, taking into account the	Knowledge				
ILO02						

		environment of Latin American countries	Skill	5. Public initiatives such as: The National Logistics Observatory, the Intermodal Transportation Master Plan, Logistics Mission, Bogotá logistics region, among others.		
	ILO05	- Use the data analytics of the logistics operation of a region, to identify opportunities in the definition of public policies that favour investment and logistics operation.	Skill	6. Logistics infrastructure and mobility 7. Policies and practices that facilitate foreign trade 8. Technology: public and private management based on data (analysing aspects such as: Big Data, Internet of Things, Control Towers)		
<p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p>						
<b>Bibliography</b>						

