



MACKENZIE PRESBYTERIAN UNIVERSITY
Social and Applied Sciences Centre
Graduate Program in Business Management

TEACHING PLAN

Graduate Program: Business Management		
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
Discipline: Logistics and supply chain strategy		Discipline code: ENST52468
Professor: ROBERTO GIRO MOORI		DRT: 1089316
Workload: 32h	Credits: 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
Syllabus: The discipline aims to study supply chains to obtain competitive advantage through cost reduction and service improvement. It is still considered that logistics is a subset of activities aimed at moving and positioning products in the supply chain. The Programmatic content is composed by: Logistics strategic management. Ecosystem in logistic Supply chain strategic management. Ecosystem in supply chain. Green logistics management. Green supply chain management. Industry 4.0 [Big Data, BlockChain, Cloud computing, Omnichannel, Last mile] and the operations strategic management. Impact of digital technologies in logistics. Impact of digital technology in supply chain management. Artificial intelligence [neural network, deep learning, machine learning, reinforcement learning] applied in logistic. Artificial intelligence [neural network, deep learning, machine learning, reinforcement learning] applied in supply chain management. Supply chain strategic orientation [lean production / cleaner production / Agility] management. Role of RBV, institutional theory, transaction cost economics, dynamic capabilities in logistics, and dynamic capabilities in supply chain management.		
Assessment Criteria: 1) Performance in group discussions (in the classroom) 2) Individual performance - Participation in seminars - Presentation of articles in the classroom - Final course work		



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