



“El saber de mis hijos
hará mi grandeza”

UNIVERSITY OF SONORA

Central Region Unit
School of Economic and Administrative Sciences
Department of Economy
Business and International Commerce Degree

Identification data:

Course name: International Trade Logistics	Training axis: Professional
Didactic Unit: Workshop	Previous requirement: Business Planning
Class hours: 4 (4p)	Subsequent subject: None
Type of subject: Compulsory	Credit value: 4

General Objective:

The student will evaluate the functions and importance of logistics, as well as its impact on attention to problems at different business levels, both national and international.

Specific Objectives

At the end of the course the student will be able to:

- Determine application criteria and control of the logistics systems, from the business point of view.
- Establish the need to identify and program material requirements and non-personal services that companies have.
- Identify and separate the main logistics functions and analyze each of them.
- Establish procedures for each logistics function, determining its route to order its management.
- Establish guidelines to control and evaluate logistics management.

Thematic content

1. Introduction to logistics, its importance and perspectives in companies.
2. Customer service.
3. Transport systems and their main characteristics.
4. Role of traffic administration and customs clearance.
5. Inventories, distribution centers, storage and location of production plants.
6. Packaging of merchandise.
7. INOCOTerms.
8. Sources of information and support.
9. Analysis, design and implementation of logistics systems.

Didactic strategies

- Teacher's expositions with audiovisual support for real business logistics.
- Cases and tasks to be solved in the context of each topic.
- Formal research work with practical team application.
- Individual practical research work.
- Invitation to professionals specialized in the subject to give lectures to the group.

Evaluation and accreditation criteria:

- 3 Partial exams: 45%
- Resolution of cases and tasks: 10%
- Final work: 25%
- Final exam: 20%

Bibliography and other teaching resources:

Coyle, J., E. Bardi, y C. J. Langley. 2002. The management of business logistics. Ed. West Publishing. USA.

Pérez, M. R. Logística empresarial. México.

Stock, J. y D. Lambert. 2001. Strategic logistics management. Ed. McGraw Hill. USA.

Valdez, P. Administración logística. México.

Vallejo, V. 1995. Ley aduanera y comercio exterior. Ediciones Fiscales ISEF, S. A. México.

Varios Autores. Diversas publicaciones. BANCOMEXT. México.

Desirable academic profile in the teacher

Bachelor of business administration or related degree, preferably with a master's degree in the area of administration and business experience.

Professional experience: Minimum of two years in functions related to planning, design and implementation of commercial operations in international markets

Teaching experience:

Teaching experience: Minimum two years

Didactic and pedagogical training:

Ease in the performance of teaching-learning tasks.

Ease of group and individual communication with students.

Ability to use technologies and didactic techniques (computer, projects images, cannons, acetates, slides, videos, etc.)

Accredit the teacher training process that the institution indicates

Others: English language proficiency (specifically the four basic skills).