Strategic Logistics and Supply Chain Management Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS1297_290978

Course Introduction / Overview:

In today's interconnected global economy, the efficiency and resilience of supply chains are paramount to organizational success. This course provides a comprehensive exploration of strategic logistics and supply chain management, designed to equip professionals with the advanced knowledge and practical skills needed to navigate complex operational landscapes. Drawing on foundational principles and contemporary innovations, the curriculum delves into the entire value chain, from strategic sourcing and procurement to last-mile delivery and reverse logistics. We will explore the influential concepts of experts like Martin Christopher, particularly his work on creating agile and resilient supply chains as detailed in his book "Logistics & Supply Chain Management". Participants will learn to analyze, design, and optimize supply chain networks, manage inventory effectively, and leverage technology for enhanced visibility and control. BIG BEN Training Center has developed this program to bridge the gap between theoretical knowledge and real-world application, ensuring that attendees can implement cost-saving measures, improve customer service levels, and build a competitive advantage through superior supply chain performance and logistics service support. This journey will transform your understanding of logistics from a mere operational function into a powerful strategic asset.

Target Audience / This training course is suitable for:

- Supply Chain Managers and Analysts.
- Logistics Coordinators and Supervisors.
- Procurement and Sourcing Professionals.
- Warehouse and Distribution Center Managers.
- Operations Managers.
- Inventory Planners and Controllers.
- Transportation Managers.
- Professionals seeking to transition into a supply chain or logistics role.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- E-commerce and Direct-to-Consumer Businesses.
- Pharmaceutical and Healthcare.
- Automotive and Aerospace.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Governmental Agencies and Public Sector Organizations.
- Food and Beverage Distribution.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Distribution.
- Procurement and Purchasing.
- Operations Management.
- Warehouse and Inventory Control.
- Strategic Planning.
- Manufacturing and Production.
- Customer Service and Order Fulfillment.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive and resilient supply chain strategy aligned with business objectives.
- Analyze and optimize key logistics functions, including transportation, warehousing, and inventory management.
- Implement strategic sourcing and effective supplier relationship management techniques.
- Utilize data analytics and key performance indicators (KPIs) to measure and improve supply chain performance.
- Identify, assess, and mitigate potential risks within the global supply chain.
- Integrate modern technologies like ERP systems and visibility tools to enhance operational efficiency.
- Apply lean and agile principles to create a more responsive and cost-effective supply chain.
- Manage the complexities of international logistics, including customs and trade compliance.

Course Methodology:

This training course at BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. Our approach moves beyond traditional lectures to create an immersive educational experience. The training is built upon a foundation of expert-led instruction, where complex theories are broken down into understandable and actionable concepts. This is heavily supplemented with real-world case studies, allowing participants to analyze challenges faced by leading global companies and dissect their strategic responses. A significant portion of the course is dedicated to collaborative group discussions and workshops, where attendees can share experiences, debate solutions, and learn from their peers in a structured environment. Practical exercises, simulations, and problem-solving sessions ensure that participants can directly apply the tools and techniques learned. Continuous feedback from the instructor and peer-to-peer review are integral parts of the process, fostering a supportive and growth-oriented atmosphere. This blended learning approach ensures that participants leave not just with new knowledge, but with the confidence to implement it effectively in their own organizations.

Course Agenda (Course Units):

Unit One Foundations of Strategic Supply Chain Management

- Introduction to Supply Chain Management (SCM) and Logistics.
- The Evolution of SCM and its Strategic Importance.
- Key Components of a Supply Chain Network.
- Understanding the Link Between SCM and Corporate Strategy.
- Value Chain Analysis and Competitive Advantage.
- Global Supply Chain Dynamics and Challenges.
- Core Concepts of Logistics Service Support.

Unit Two Core Logistics and Operations Management

- Transportation Management and Mode Selection.
- Warehousing and Distribution Center Operations.
- Inventory Management Principles and Models (EOQ, JIT).
- Demand Forecasting Techniques and Accuracy.
- Order Fulfillment and Customer Service Strategy.
- Materials Handling and Packaging Standards.
- Reverse Logistics and Sustainable Practices.

Unit Three Strategic Sourcing and Procurement

- The Strategic Role of Procurement in the Supply Chain.
- Developing a Robust Sourcing Strategy.
- Supplier Evaluation, Selection, and Segmentation.
- Negotiation Techniques and Contract Management.
- Supplier Relationship Management (SRM).
- Global Sourcing and its Associated Risks.
- Ethical and Sustainable Procurement Policies.

Unit Four Supply Chain Analytics, Technology, and Risk

- Key Performance Indicators (KPIs) for Supply Chain and Logistics.
- Data Analytics for Supply Chain Optimization.
- The Role of Technology (ERP, WMS, TMS) in Modern Supply Chains.
- Supply Chain Visibility and Traceability.
- Identifying and Assessing Supply Chain Risks.
- Developing a Supply Chain Risk Mitigation Plan.
- Business Continuity and Resilience Planning.

Unit Five Optimization, Innovation, and Future Trends

- Applying Lean and Agile Principles to the Supply Chain.
- Supply Chain Network Design and Optimization.
- Cost-to-Serve Analysis for Profitability.
- Digital Transformation in Logistics and SCM.
- Emerging Technologies: AI, Blockchain, and IoT in Supply Chains.
- The Future of Last-Mile Delivery and Urban Logistics.
- Developing a Personal Action Plan for Continuous Improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing global disruptions, is a lean supply chain still the optimal model, or should resilience and redundancy take precedence over pure cost efficiency?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely operational focus to a deeply strategic perspective on logistics and supply chain management. While many programs concentrate on the "how" of individual functions, we emphasize the "why" behind integrated supply chain strategy, teaching participants how to align logistics with overarching business goals to create a sustainable competitive advantage. Our curriculum is uniquely structured to balance foundational principles with the most pressing contemporary challenges, including digital transformation, supply chain resilience, and sustainability. Unlike courses that may offer a siloed view, we provide a holistic framework that connects procurement, logistics, and customer service into a single, cohesive system. The content is enriched with advanced analytical concepts and risk management frameworks that are immediately applicable. Furthermore, the course fosters a strategic mindset, encouraging participants to think critically about future trends like AI and blockchain, preparing them not just for their current roles but for future leadership positions in the dynamic field of global supply chain management.