Strategic Global Supply Chain Management Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #LOG1522_286467

Course Introduction / Overview:

In today's interconnected and volatile global marketplace, a company's supply chain is no longer a mere operational function but a critical strategic asset. This course provides a comprehensive exploration of designing, managing, and optimizing complex global supply chains to achieve a sustainable competitive advantage. We delve into the principles championed by leading academics like Dr. Martin Christopher, who famously argued that modern competition is not between companies but between their supply chains. Drawing on concepts from seminal works such as "Logistics & Supply Chain Management," this program moves beyond foundational logistics to address the strategic challenges of the 21st century. Participants will learn to navigate geopolitical risks, leverage digital transformation, implement strategic sourcing, and build resilient, agile, and sustainable supply networks. This BIG BEN Training Center course is meticulously designed to equip professionals with the advanced knowledge and practical frameworks necessary to lead supply chain strategy, drive efficiency, and enhance organizational performance on a global scale.

Target Audience / This training course is suitable for:

- Supply Chain Managers and Directors.
- Logistics and Distribution Managers.
- Procurement and Sourcing Professionals.
- Operations Managers and Supervisors.
- Inventory and Demand Planners.
- Import and Export Specialists.
- Professionals seeking to advance into senior supply chain leadership roles.
- Business owners and entrepreneurs managing international trade.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail, E-commerce, and Consumer Goods.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Technology and Electronics.
- Energy, Oil, and Gas.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Government, Public Sector, and Non-Governmental Organizations.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Transportation.
- Procurement, Purchasing, and Sourcing.
- Operations and Production.
- Warehousing and Distribution.
- Inventory Planning and Control.
- International Trade and Compliance.
- Strategic Planning and Business Development.

Course Offerings:

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

- Develop and implement a global supply chain strategy aligned with corporate objectives.
- Design resilient and agile supply chain networks capable of withstanding disruptions.
- Analyze and manage geopolitical, operational, and financial risks in the supply chain.
- Master strategic sourcing and supplier relationship management on a global scale.
- Leverage emerging technologies like AI and blockchain for enhanced visibility and efficiency.
- Optimize global logistics, inventory management, and distribution channels.
- Integrate sustainability and ethical sourcing principles into supply chain operations.
- Utilize key performance indicators (KPIs) to measure and improve supply chain performance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and immediately applicable to the professional environment. We move beyond traditional lecture-based learning to foster a dynamic environment where participants actively engage with the material. The course is built upon a foundation of real-world case studies from diverse global industries, allowing participants to analyze complex problems and strategize effective solutions. Interactive group discussions, problem-solving workshops, and simulation exercises form the core of the program, encouraging collaborative learning and the exchange of diverse perspectives. Our expert facilitators guide participants through practical frameworks and decision-making models that can be directly applied to their own organizations. Emphasis is placed on translating strategic concepts into actionable plans. This hands-on approach ensures that participants leave not just with new knowledge, but with the confidence and skills to drive meaningful improvements in their global supply chain operations.

Course Agenda (Course Units):

Unit One: Foundations of Global Supply Chain Strategy

- The evolution of supply chain management into a strategic function.
- Aligning supply chain strategy with overall business goals and market positioning.
- Frameworks for analyzing global supply chain environments (PESTLE, SWOT).
- Core concepts of supply chain network design and configuration.
- Understanding the total cost of ownership in a global context.
- The role of cross-functional collaboration in strategic success.
- Introduction to supply chain performance metrics and balanced scorecards.

Unit Two: Strategic Sourcing and Global Procurement

- Developing a strategic sourcing plan for global markets.
- Supplier identification, evaluation, and selection criteria.
- Techniques for effective global negotiation and contract management.
- Building and managing long-term supplier relationships (SRM).
- Ethical sourcing, corporate social responsibility, and compliance.
- Managing risks associated with a global supplier base.
- Make-or-buy analysis and outsourcing decisions.

Unit Three: Global Logistics, Distribution, and Risk Management

- Optimizing international transportation modes and freight management.
- Incoterms and their strategic implications for buyers and sellers.
- Customs, tariffs, and international trade compliance essentials.
- Designing and managing global warehousing and distribution networks.
- Identifying, assessing, and mitigating supply chain risks.
- Developing business continuity and supply chain resilience plans.
- Managing inventory strategically across a global network.

Unit Four: Technology, Innovation, and Sustainable Supply Chains

- The impact of digital transformation on supply chain management.
- Leveraging big data and analytics for predictive insights and decision-making.
- The role of IoT, AI, and blockchain in creating transparent supply chains.
- Implementing Warehouse Management Systems (WMS) and Transportation Management Systems (TMS).
- Principles of lean and agile supply chain methodologies.
- Developing a green supply chain strategy.
- Concepts of the circular economy and reverse logistics.

Unit Five: Performance Optimization and Future-Proofing the Supply Chain

- Implementing a comprehensive supply chain performance measurement system.
- Utilizing Key Performance Indicators (KPIs) for continuous improvement.
- Benchmarking performance against industry best practices.
- Leading change and transformation within the supply chain function.
- The future of global supply chains and emerging trends.
- Managing the human element and developing supply chain talent.
- Final project presentation on developing a strategic supply chain improvement plan.

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 geopolitical fragmentation and protectionism, how can a truly global supply chain strategy remain both resilient and cost-effective without compromising ethical standards?

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

This course distinguishes itself by adopting a truly strategic and holistic perspective, moving beyond the siloed functions of logistics or procurement. While other programs may focus on operational tactics, this training emphasizes the integration of the supply chain into the core strategy of the business as a source of competitive advantage. It directly confronts the most pressing contemporary challenges, dedicating significant focus to building resilience against geopolitical disruptions, navigating the complexities of digital transformation, and embedding sustainability as a non-negotiable component of modern supply chain design. The curriculum is uniquely structured to bridge the gap between academic theory and professional practice, providing participants with actionable frameworks and decision-making models rather than just a list of tools. It fosters a leadership mindset, equipping attendees to not only manage but to innovate and lead their organizations' supply chains through an increasingly complex and unpredictable global landscape. The emphasis is on creating agile, intelligent, and ethical supply networks that are built for the future.