



DIGITAL SUPPLY CHAIN AND LOGISTICS MANAGEMENT TRAINING COURSE

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KUALA LUMPUR

5200 € (PER PERSON)

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COURSE INTRODUCTION / OVERVIEW:

The global business landscape is undergoing a radical transformation, driven by technology and evolving customer expectations. In this new era, the supply chain is no longer a cost center but a strategic driver of competitive advantage. This course provides a comprehensive exploration of the digital supply chain and modern logistics operations, designed to equip professionals with the skills to navigate this complex environment. We will delve into the core principles of Logistics 4.0, moving beyond theoretical concepts to practical application. Drawing on the insights of leading academics like Martin Christopher, who famously argued that competition is no longer between companies but between their supply chains, this program emphasizes a holistic, integrated approach. Participants will explore key themes from influential texts such as "The New (Ab)Normal" by Yossi Sheffi, examining how to build resilient, agile, and customer-centric supply networks. At BIG BEN Training Center, we are committed to delivering a learning experience that bridges the gap between foundational knowledge and the cutting-edge technologies—such as AI, IoT, and blockchain—that are reshaping the industry. This training course is your definitive guide to designing, implementing, and managing the high-performance digital supply chain of the future.

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.
- Warehouse and Inventory Control Managers.
- IT Professionals involved in supply chain systems.
- Business Analysts and Consultants.
- E-commerce Operations Specialists.
- Manufacturing and Production Planners.
- Professionals seeking to transition into a supply chain or logistics role.

TARGET SECTORS AND INDUSTRIES:

- Manufacturing and Industrial Production.
- Retail and E-commerce.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Pharmaceuticals and Healthcare.

- Automotive and Aerospace.
- Fast-Moving Consumer Goods (FMCG).
- Technology and Electronics.
- Governmental bodies and public sector procurement agencies.
- Agriculture and Food Production.
- Construction and Engineering.



TARGET ORGANIZATIONS DEPARTMENTS:

- Supply Chain Management.
- Logistics and Transportation.
- Procurement and Purchasing.
- Operations Management.
- Warehouse and Distribution.
- Inventory Planning and Control.
- Information Technology (IT).
- Strategic Planning and Business Development.
- Customer Service and Order Fulfillment.
- Finance and Cost Control.

COURSE OFFERINGS:

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

- Analyze the key components and benefits of a digital supply chain transformation.
- Evaluate the impact of disruptive technologies like AI, IoT, and blockchain on logistics operations.
- Develop strategies for digitalizing procurement and supplier relationship management.
- Implement data analytics techniques to improve demand forecasting and inventory accuracy.
- Design and optimize smart warehouse and automated logistics systems.
- Formulate a risk management framework for digital supply chain vulnerabilities.
- Integrate sustainability and circular economy principles into logistics network design.
- Master the principles of last-mile delivery optimization in an e-commerce context.
- Develop a strategic roadmap for implementing a digital supply chain initiative within their organization.
- Measure and improve logistics performance using key digital metrics and control towers.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application. We believe that adult learning is most effective when participants are actively involved in the process. This course moves beyond traditional lectures to incorporate a blended learning approach. Each session will feature expert-led presentations on core concepts, followed by intensive group discussions and collaborative workshops where participants can share their unique experiences and challenges. A significant portion of the program is dedicated to

the analysis of real-world case studies from various industries, allowing attendees to dissect successful digital transformations and learn from the failures of others. Practical exercises, simulation activities, and problem-solving scenarios will be used extensively to reinforce learning and build transferable skills. Participants will work in teams to develop strategic solutions to complex logistics problems, fostering both teamwork and critical thinking. Continuous feedback from the instructor and peers is a cornerstone of our approach, ensuring that every participant can confidently apply the learned concepts directly to their professional roles upon completion of the course.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF THE DIGITAL SUPPLY CHAIN

- Introduction to Supply Chain 4.0 and its core principles.
- Contrasting traditional vs. digital supply chain models.
- The strategic importance of digitalization in gaining a competitive edge.
- Key drivers and challenges in digital supply chain transformation.
- Mapping the end-to-end digital supply chain ecosystem.
- Understanding the role of customer-centricity in modern logistics.
- Frameworks for assessing digital maturity in an organization.

UNIT TWO: KEY TECHNOLOGIES SHAPING MODERN LOGISTICS

- The Internet of Things (IoT) for real-time tracking and visibility.
- Artificial Intelligence (AI) and Machine Learning (ML) in demand forecasting.
- Blockchain technology for enhanced transparency and security.
- Big Data analytics for predictive insights and decision-making.
- Cloud computing as the backbone for supply chain platforms.
- Robotic Process Automation (RPA) in logistics administration.
- Digital twins for supply chain simulation and optimization.

UNIT THREE: DIGITALIZATION OF CORE LOGISTICS FUNCTIONS

- Smart warehousing and automated storage and retrieval systems (AS/RS).
- Intelligent Transportation Systems (ITS) and route optimization.
- Digital procurement and e-sourcing strategies.
- Advanced inventory management techniques and demand sensing.
- Optimizing last-mile and reverse logistics with technology.
- The role of autonomous vehicles and drones in future distribution.
- Integrating omnichannel fulfillment strategies.

UNIT FOUR: DATA, ANALYTICS, AND PERFORMANCE MANAGEMENT

- Developing a data-driven culture in the supply chain.
- Key Performance Indicators (KPIs) for the digital supply chain.
- Implementing a supply chain control tower for end-to-end visibility.

- Predictive analytics for risk mitigation and disruption management.
- Techniques for supply chain network design and optimization.
- Cybersecurity threats and resilience strategies in a digital supply chain.
- Cost-benefit analysis for technology investment in logistics.



UNIT FIVE: STRATEGY, SUSTAINABILITY, AND FUTURE TRENDS

- Developing a roadmap for digital supply chain implementation.
- Change management and leadership in a digital transformation.
- Integrating green logistics and sustainability goals.
- The principles of the circular economy in supply chain design.
- Ethical considerations in an automated supply chain.
- The future of work and skills required for logistics professionals.
- Capstone project: Designing a digital transformation initiative.

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:

As supply chains become increasingly autonomous through AI and IoT, what are the primary ethical considerations and human roles that must be preserved and redefined?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This training course distinguishes itself by adopting a strategic, business-oriented perspective rather than a purely technical one. While many programs focus narrowly on specific technologies, our curriculum emphasizes how to integrate these tools into a cohesive strategy that drives tangible business value, enhances resilience, and fosters competitive advantage. We move beyond the "what" of technology to the "why" and "how" of implementation, focusing on change management, leadership, and developing a digital-first culture. The content is deeply rooted in contemporary academic thought and real-world application, using carefully selected case studies that illustrate both successes and pitfalls in digital transformation. Unlike courses that offer a superficial overview, this program provides a deep dive into the interconnectedness of functions—from procurement to last-mile delivery—within a digital ecosystem. The emphasis is on building critical thinking and strategic planning skills, enabling participants to not just operate within a digital supply chain but to design, lead, and continuously innovate it. This holistic approach ensures that graduates are prepared for the future challenges and leadership roles in the evolving world of logistics.