Strategic Supply Chain and Logistics Optimization Training Course



21 - 25 Dec 2026

Vienna

5800 € (Per Person)

Ref: #PLA9081_128178

Course Introduction / Overview:

This comprehensive training course provides an in-depth exploration of modern supply chain and logistics management, designed to equip professionals with the strategic foresight and operational skills needed to excel in today's complex global market. The curriculum moves beyond traditional logistics, focusing on creating integrated, resilient, and optimized supply chains that serve as a core competitive advantage. As highlighted by the renowned academic Martin Christopher in his seminal work, "Logistics & Supply Chain Management," the real competition is not between companies but between their supply chains. This principle is the cornerstone of our program. Participants will delve into critical areas including demand forecasting, strategic sourcing, inventory control, and network design. BIG BEN Training Center has structured this course to bridge the gap between theory and practice, enabling attendees to analyze, design, and implement effective supply chain strategies that reduce costs, enhance service levels, and mitigate risks. By mastering these concepts, you will be prepared to lead supply chain transformation initiatives and drive significant value for your organization in an ever-evolving economic landscape.

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 Planners and Analysts.
- Warehouse Managers.
- Professionals seeking to transition into a supply chain management role.
- Business owners and entrepreneurs looking to optimize their operations.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- E-commerce and Direct-to-Consumer Businesses.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Government and Public Sector Agencies.
- Technology and Electronics.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Transportation.
- Procurement and Purchasing.
- Operations and Production.
- Warehousing and Distribution.
- Strategic Planning and Business Development.
- Inventory Control.
- Finance and Cost Control.

Course Offerings:

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

- Develop a robust and agile supply chain strategy aligned with corporate objectives.
- Implement advanced demand forecasting and sales and operations planning (S&OP) techniques.
- Master strategic sourcing and supplier relationship management (SRM) to build resilient partnerships.
- Optimize inventory levels using modern control models to minimize holding costs and stockouts.
- Design efficient logistics and distribution networks to improve delivery speed and reliability.
- Utilize key performance indicators (KPIs) and supply chain analytics to drive continuous improvement.
- Identify and mitigate potential risks within the global supply chain.
- Integrate sustainability and green logistics principles into supply chain operations.
- Evaluate and leverage emerging technologies like AI and blockchain for enhanced visibility and efficiency.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create an immersive learning environment built on a foundation of experiential activities. The course heavily features real-world case studies from various industries, allowing participants to analyze complex supply chain challenges and develop viable solutions. Collaborative group discussions and workshops encourage peer-to-peer learning and the exchange of diverse perspectives. Practical exercises and simulations will be used to model inventory management, network design, and risk mitigation scenarios, providing hands-on experience in a controlled setting. Our expert instructors facilitate sessions that encourage critical thinking and problem-solving. Continuous feedback is provided throughout the course to guide participant development and ensure a thorough understanding of strategic supply chain principles. This blended approach guarantees a rich and impactful learning journey that translates directly into enhanced on-the-job performance and strategic capability.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Supply Chain Management

- Introduction to supply chain management and its strategic importance.
- The evolution from traditional logistics to integrated supply chain models.
- Core components of a supply chain: planning, sourcing, making, and delivering.
- Understanding supply chain flows: product, information, and finance.
- Aligning supply chain strategy with overall business goals.
- Key performance indicators (KPIs) for measuring supply chain success.
- The concept of the total cost of ownership in supply chain decisions.

Unit Two: Demand Planning and Strategic Sourcing

- The role of demand forecasting in supply chain efficiency.
- Qualitative and quantitative forecasting methods and techniques.
- Implementing a Sales and Operations Planning (S&OP) process.
- Fundamentals of strategic sourcing and procurement.
- Supplier evaluation, selection, and segmentation.
- Developing effective supplier relationship management (SRM) programs.
- Negotiation strategies and contract management in procurement.

Unit Three: Logistics, Warehousing, and Inventory Control

- The strategic role of transportation in the supply chain.
- Modes of transportation and carrier selection criteria.
- Warehouse design, layout, and process optimization.
- The function of inventory and its associated costs.
- ABC analysis and other inventory classification techniques.
- Economic Order Quantity (EOQ) and reorder point models.
- Just-in-Time (JIT) and lean inventory principles.

Unit Four: Supply Chain Optimization and Analytics

- Introduction to lean and agile supply chain paradigms.
- Identifying and eliminating waste in supply chain processes.
- Supply chain network design and optimization strategies.
- The role of data analytics in modern supply chain management.
- Using analytics for predictive insights and improved decision-making.
- Introduction to supply chain modeling and simulation.
- Performance measurement and benchmarking for continuous improvement.

Unit Five: Future-Proofing the Supply Chain: Risk, Sustainability, and Technology

- Identifying and assessing risks in the global supply chain.
- Developing supply chain resilience and business continuity plans.
- Introduction to sustainable and green supply chain practices.
- The principles of reverse logistics and the circular economy.
- The impact of digitalization on supply chain management.
- Exploring emerging technologies: AI, IoT, and Blockchain in supply chains.
- Capstone project: Designing 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 instability and climate-related disruptions, how can a purely cost-optimized supply chain model be reconciled with the growing need for resilience and sustainability?

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

This course distinguishes itself by adopting a holistic and strategic perspective on supply chain management, moving far beyond a narrow focus on operational tools and processes. While many programs concentrate on the "how," we emphasize the "why," equipping participants with the critical thinking skills to design and lead supply chain strategies that create a sustainable competitive advantage. Our curriculum is uniquely structured to balance foundational principles with forward-looking topics, ensuring participants are prepared not just for today's challenges but for future disruptions. We place a significant emphasis on the integration of risk management, sustainability, and digital transformation as core strategic pillars, not as peripheral subjects. The learning experience is enriched with complex, real-world case studies that challenge participants to make high-stakes decisions, fostering a deep, practical understanding of strategic trade-offs. Rather than simply teaching software, we teach the analytical and leadership frameworks necessary to leverage technology effectively, ensuring the skills learned are transferable across any organization or platform. This focus on strategic acumen and future-readiness provides a depth of learning that is both academically rigorous and intensely practical.