Strategic Logistics and Supply Chain Productivity Training Course

21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PRO5477_279771

Course Introduction / Overview:

This comprehensive training course is designed to provide a deep and practical understanding of the critical link between logistics coordination and overall supply chain productivity. In today's volatile global market, the ability to manage the flow of goods, information, and finances efficiently is no longer a competitive advantage but a necessity for survival and growth. This program delves into the core principles and advanced strategies that drive operational excellence. As articulated by the renowned academic Dr. Donald J. Bowersox in his seminal work, "Supply Chain Logistics Management," an integrated approach is paramount to achieving a seamless and cost-effective supply chain. Participants will journey from foundational concepts to sophisticated analytical techniques, exploring everything from warehouse optimization and inventory control to transportation management and risk mitigation. BIG BEN Training Center has structured this course to bridge the gap between theoretical knowledge and real-world application, empowering professionals to identify bottlenecks, implement data-driven improvements, and ultimately enhance their organization's profitability and customer satisfaction through superior logistics and productivity management.

Target Audience / This training course is suitable for:

- Supply Chain Managers and Analysts.
- Logistics Coordinators and Planners.
- Warehouse and Distribution Center Supervisors.
- Procurement and Sourcing Professionals.
- Operations Managers.
- Inventory Control Specialists.
- Freight and 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.
- Third-Party Logistics (3PL) and Freight Forwarding.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Food and Beverage Distribution.
- Governmental agencies and public sector organizations.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Distribution.
- Procurement and Purchasing.
- Operations Management.
- Warehousing and Inventory Control.
- Transportation and Fleet Management.
- Planning and Forecasting.
- Customer Service and Order Fulfillment.

Course Offerings:

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

- Develop a strategic framework for enhancing supply chain productivity.
- Analyze and optimize warehouse layout, processes, and inventory management systems.
- Implement effective transportation and freight management strategies to reduce costs and improve delivery times.
- Apply demand forecasting techniques to improve logistics planning and resource allocation.
- Utilize key performance indicators (KPIs) to measure and monitor logistics performance.
- Identify and mitigate potential risks within the supply chain.
- Evaluate and leverage modern supply chain technologies for improved visibility and efficiency.
- Foster collaboration between different departments to create a more integrated and responsive supply chain.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on creating an immersive and engaging learning experience that fosters practical skill development. This course moves beyond traditional lectures to incorporate a dynamic blend of interactive learning techniques. Participants will engage in detailed case study analyses of real-world companies, dissecting their logistics challenges and productivity solutions. Facilitated group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and collaborative problem-solving. Practical exercises and simulation activities will allow attendees to apply concepts like network design, inventory modeling, and process mapping in a controlled environment. Our expert instructors emphasize a hands-on approach, providing continuous feedback and guiding participants as they work through complex scenarios. The program is designed to ensure that theoretical knowledge is immediately translated into actionable strategies that can be implemented in the workplace, ensuring a tangible return on investment for both the individual and their organization.

Course Agenda (Course Units):

Unit One: Foundations of Supply Chain and Logistics Productivity

- Introduction to Supply Chain Management (SCM).
- The critical role of logistics in the supply chain.
- Defining and measuring supply chain productivity.
- Key concepts in logistics coordination.
- Understanding the trade-offs between cost, service, and quality.
- Mapping the end-to-end supply chain process.
- Identifying common bottlenecks and inefficiencies.
- The strategic importance of logistics in competitive advantage.

Unit Two: Mastering Core Logistics Operations

- Strategic Warehouse Management and Design.
- Best practices in inventory control and management techniques.
- Cycle counting and physical inventory accuracy.
- Transportation management principles and mode selection.
- Order fulfillment and the last-mile delivery challenge.
- Materials handling and storage systems optimization.
- Reverse logistics and returns management processes.
- Health and safety standards in logistics operations.

Unit Three: Strategic Coordination and Demand Management

- The principles of demand forecasting and planning.
- Sales and Operations Planning (S&OP) for synchronization.
- Strategic sourcing and procurement strategies.
- Supplier relationship management and collaboration.
- Managing lead times and supply variability.
- Techniques for effective cross-functional team coordination.
- Information sharing and communication protocols in the supply chain.
- Balancing supply and demand for optimal productivity.

Unit Four: Leveraging Technology and Analytics for Productivity

- Introduction to Warehouse Management Systems (WMS).
- The role of Transportation Management Systems (TMS).
- Using data analytics to drive logistics decisions.
- Developing and implementing Key Performance Indicators (KPIs).
- Achieving supply chain visibility with modern technology.
- The impact of IoT and RFID on logistics tracking.
- Introduction to automation and robotics in warehousing.
- Data visualization for supply chain performance reporting.

Unit Five: Advanced Strategies and Future-Proofing the Supply Chain

- Lean principles and waste reduction in logistics.
- Developing an agile and responsive supply chain.
- Supply chain risk management and resilience planning.
- Sustainable and green logistics initiatives.
- Global logistics and international trade considerations.
- The future of logistics.
- Building a culture of continuous improvement.
- Final project presentation on a productivity 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 global disruptions, how can a company balance the competing priorities of supply chain efficiency and resilience without sacrificing productivity?

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

This course distinguishes itself by moving beyond a siloed examination of individual logistics functions to present a deeply integrated, strategic perspective on supply chain productivity. While many programs focus on the "what" the tools and technologies – our curriculum emphasizes the "why" and "how." We cultivate a strategic mindset, enabling participants to understand the complex interdependencies between procurement, warehousing, transportation, and customer demand. The course is built upon a foundation of academic rigor, yet its core strength lies in its relentless focus on practical application. Through sophisticated case studies and real-world simulations, participants are challenged not just to learn concepts but to apply them to solve complex, multi-faceted problems. We prioritize the development of analytical and decision-making skills, teaching attendees how to interpret data, diagnose systemic issues, and formulate robust improvement strategies. The curriculum is designed to foster a holistic understanding of how coordinated logistics directly impacts an organization's financial performance, competitive positioning, and overall success.