



Name	DIGITAL EXPORT AND SUPPLY CHAIN MANAGEMENT
Component Modules	-
Subject area	SECS P/08
Academic year and semester	3rd year, 1st semester
Language of instruction	English
ECTS	8
Number of hours of lectures	48
Teachers	
Expected learning outcomes	<p>At the end of the course, the student will have acquired a basic knowledge of the principles and regulations that govern international trade, including trade agreements, customs regulations, and export and import policies.</p> <p>Through the notions acquired, the student will be able to understand the digital technologies used in the context of export, such as e-commerce, online trading platforms, digital order management systems and shipment tracking and monitoring solutions.</p> <p>At the end of the course of study, the student will have acquired the ability to carry out an autonomous assessment of the principles and best practices of the supply chain, including process optimization, demand planning, stock management and international logistics.</p> <p>At the end of the course, the student will be able to effectively express the acquired knowledge and describe, in technical language, the management of international logistics and the digital technologies used in the context of export. At the end of the course, the student will also be able to analyze and interpret data related to export operations and supply chain management.</p>
Syllabus	<p>The course program is divided into four modules.</p> <p><i>Module 1: Fundamentals of International Trade and Digital Supply Chain</i> Introduction to International Trade and Supply Chain Management Interconnections between international trade, digital technologies and supply chain management International Export Regulations and Customs Procedures Export Risk Management and Regulatory Compliance</p> <p><i>Module 2: Digital Technologies and Tools for Digital Export and Supply Chain</i> E-commerce, online trading platforms, and digital order management systems Digital solutions for supply chain tracking, monitoring, and optimization</p> <p><i>Module 3: International Marketing and Digitalization of Export Strategies</i> Fundamental concepts of international marketing and product positioning on the global market Digitalization of export strategies: use of digital tools for international market analysis, customer research and development of effective marketing plans Brand and corporate image management in the context of digital international trade Use of digital platforms and tools for product promotion and communication with customers globally Analysis of market trends and performance indicators to adapt and optimize international marketing strategies Data collection and analysis for export operations and supply chain optimization Using advanced analytical tools to make informed data-driven decisions</p> <p><i>Module 4: Operational Optimization and International Logistics</i> Demand Planning, Inventory Management & International Logistics</p>



	Use of advanced technologies to optimize operations and logistics
Teaching and learning methods	Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS). Moreover, there will also be lectures and seminars held by operators and experts in international logistics.
Evaluation methods	<p>The exam is both oral and written.</p> <p>Attending students (at least 70% of the lessons) have the opportunity to take a mid-term written test on the contents covered in the first part of the course and to complete the exam in oral form. The mid-term exam consists of five open-ended questions.</p> <p>The oral exam consists of approximately five questions and lasts approximately 30 minutes.</p> <p>The questions of the mid-term and oral exams are aimed at verifying the acquisition, by students, of the knowledge and understanding of the fundamentals of international trade and the digital supply chain, of digital technologies and tools for digital export and supply chain, of international marketing, of the digitalization of export strategies and of the techniques of operational optimization of logistics. The questions are also aimed at verifying the ability to independently research, analyze, and interpret best practices and emerging trends in the field of digital export and supply chain management.</p>
Assessment methods	<p>The assessment of learning involves the assignment of a final grade expressed in thirtieths.</p> <p>The final grade derives from the overall evaluation of the test and results from the assessment of the level of achievement of the established learning outcomes. For the purposes of assigning the final grade, the questions (both of the written test and of the oral test) have the same weight.</p>
Prerequisites	There are no prerequisites. However, some knowledge of the notions of Management is recommended.
Teaching materials	Sinha, A., Bernardes, E., Calderon, R. & Wuest, T. (2020). Digital Supply Networks: Transform your supply chain and gain competitive advantage with disruptive technology and reimagined processes. Mc Graw Hill