



Name	DIGITAL EXPORT AND SUPPLY CHAIN MANAGEMENT
Component Modules	-
Subject area	ECON-07/A
Academic year and semester	3rd year, 1st semester
Language of instruction	English
ECTS	8 ECTS
Number of hours of total assisted teaching activities divided between DE and DI	56 hours, including 48 hours of Expository Teaching (DE) and 8 hours of Interactive Teaching (DI)
Teachers	Course coordinator: Prof. Domenico Morrone - Prof. Domenico Morrone, 2 ECTS (Course content: International Trade and the Logistics System) - Prof. Massimo Tavoraro, 6 ECTS (Course content: International Transport and Shipping, Incoterms®, Contracts and Trade Documentation, Customs, Compliance and International Logistics Risk, Digital Export, Data and Supply Chain Performance)
Expected learning outcomes	At the end of the course, students will understand the structure and functioning of international logistics and supply chains, with particular reference to import-export operations undertaken by manufacturing, distribution and service companies. They will know the main transport modes, international shipping processes, logistics actors and infrastructures, Incoterms®, customs and trade documentation, delivery and payment risks, and the role of digital technologies in managing and monitoring cross-border flows. Students will be able to plan a basic international shipment, identify suitable transport and distribution solutions, allocate costs, risks and responsibilities between the parties, select and interpret the principal commercial, transport and customs documents, and use quantitative and digital information to support operational supply chain decisions. Students will be able to compare alternative logistics configurations and independently assess their implications in terms of cost, time, service level, reliability, regulatory compliance, traceability, resilience and environmental impact. They will also be able to identify the principal operational and supply risks associated with international transactions and propose appropriate mitigation measures.



	Students will be able to present and discuss an import–export logistics plan clearly and concisely, using appropriate technical terminology. They will be able to communicate with carriers, freight forwarders, customs intermediaries, suppliers, customers and internal business functions, and to interpret and communicate data relating to shipments and international supply chain performance. Students will develop the ability to independently consult logistics, customs and trade sources; keep their knowledge of regulations, procedures and digital tools up to date; critically interpret operational data; and transfer the analytical framework acquired during the course to new markets, products, transport routes and business contexts.
Syllabus	The course focuses primarily on the operational and managerial aspects of international logistics and shipping within the import–export activities of manufacturing, distribution and service companies. Trade regulation and digital export tools are addressed insofar as they support the effective planning, execution, control and improvement of cross-border physical and information flows. PART I – International Trade and the Logistics System - Internationalisation, import–export processes and the role of logistics - International supply chain structure, actors and flows - Manufacturers, distributors and service providers in global logistics networks - Supply chain objectives and trade-offs: cost, time, quality, flexibility and service level PART II – International Transport and Shipping - Road, rail, maritime, air and intermodal transport - Transport-mode and route selection - Containerisation, consolidation, unit loads, packaging, labelling and handling - Carriers, freight forwarders, NVOCCs, shipping agents, terminal operators and 3PL/4PL providers - International distribution networks, hubs, ports, airports, warehouses and fulfilment centres - Freight quotations, surcharges, lead times, capacity and service-level evaluation PART III – Incoterms®, Contracts and Trade Documentation - Incoterms® 2020: allocation of costs, risks, obligations and delivery points - Commercial invoice, packing list, certificates and other supporting documents - Original bills of lading, sea waybills, telex release and air waybills - Insurance, documentary payments and their connection with shipment execution - Document consistency, data quality and prevention of operational errors PART IV – Customs, Compliance and International Logistics Risk - Customs procedures and the logistics implications of import and export clearance - Tariff classification, customs value, origin and preferential treatment: introductory principles - Duties, taxes, restrictions, sanctions and compliance responsibilities - Delivery, damage, delay, disruption, supplier and geopolitical risks - Resilience, business continuity, supplier diversification and inventory buffers



	PART V – Digital Export, Data and Supply Chain Performance - Digital platforms and marketplaces in support of export operations - ERP, WMS, TMS, electronic data interchange and logistics integration - Tracking and tracing, IoT and blockchain - Cybersecurity and data reliability in international trade - Logistics data analysis and key performance indicators: cost, lead time, on-time delivery, damage rate, inventory turnover and carbon footprint - Sustainable international logistics and the evaluation of transport alternatives
Teaching and learning methods	The course combines lectures with the discussion of practical cases, guided exercises and simulations concerning international shipments. Expository Teaching (DE) introduces concepts, actors, procedures and analytical tools, while continuously encouraging questions and classroom discussion. Interactive Teaching (DI) comprises structured individual and group activities, including the comparison of transport quotations, the selection of an Incoterms® rule, the preparation and consistency check of shipping documentation, the interpretation of customs and tracking data, and the design of a basic logistics plan for an import–export operation. Where appropriate, exercises will use spreadsheets, carrier or freight-forwarding interfaces, tracking systems and other digital resources. Guest lectures by logistics, customs and international-trade professionals may supplement the course. Attending students will have the opportunity to apply the knowledge acquired through the completion of a group project based on a real case study assigned by the instructors. Each group will typically consist of 3 students.
Evaluation methods	The assessment methods and criteria differ for attending and non-attending students. Attending students are those who have participated in at least 70% of the lectures. Attending Students Attending students may take the exam through a group project, typically involving 3 students, followed by a mandatory oral integration exam. The project focuses on a export plan, with a maximum length of 50 slides, related to a company assigned by the instructors. An intermediate presentation is scheduled, in line with the teaching calendar, approximately at the end of the first 24 hours of the course. This presentation, delivered orally by the team members, is not graded but serves exclusively to verify the progress of the work. The final project, to be submitted at the end of the course, will be presented during the last sessions by each individual group member and will be assessed. Evaluation will be based on the completeness and originality of the proposed solutions, with particular attention to the ability to analyse the reference context, strategic choices, objectives, and operational tools related to the composition of the export plan. The mandatory oral integration consists of an individual discussion of the group project in which the student participated, followed by at least two additional questions aimed at assessing knowledge of digital export and supply chain management techniques and tools. Communication skills, learning ability, critical thinking, appropriate use of language, and persuasive capacity will also be evaluated. Attending students who choose not to take part in the group project may sit for the written exam on the



	entire program, under the same conditions as non-attending students. Non-Attending Students For non-attending students, the assessment consists of a final written exam covering the entire program. Final Examination The final exam is a written test covering the entire program. The written test, to be completed in 90 minutes, consists of 15 multiple-choice questions and 2 open-ended questions. The multiple-choice questions are designed to assess thorough knowledge of the terminology and definitions used in the field of digital export and supply chain management. The open-ended questions are intended to evaluate students' ability to analyse and elaborate within the strategic and operational processes of export.
Assessment methods	The final grade is expressed on a thirty-point scale. One point is awarded for each correct answer to the eleven multiple-choice questions, for a maximum of fifteen points. Each of the two open-ended questions is worth up to eight points, allowing students to obtain a maximum of sixteen points. Open-ended answers are assessed on the basis of the completeness and accuracy of their content, critical analysis skills, clarity of exposition and appropriate use of technical terminology. Honours ("cum laude") are awarded to students who achieve an overall score of thirty-one points and demonstrate an outstanding command of the subject.
Prerequisites	The following knowledge is required in order to successfully follow the course and is assumed to have been previously acquired: Business management, Marketing management.
Teaching materials	• Reference Textbook: Pierre, A. D. International logistics: the management of international trade operations. Last edition • Supplementary materials: instructor's handouts and slides.