

# Postgraduate Diploma Supply Chain and Demand Management





## Postgraduate Diploma Supply Chain and Demand Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in logistics areas.

Website: [www.techitute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-supply-chain-demand-management](http://www.techitute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-supply-chain-demand-management)

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# 01 Welcome

With an increasingly global and connected world, supply chains in the new decade have reached unprecedented complexity, having to connect numerous players and companies across the globe. Being a task with so many factors to take into account, professionals dedicated to logistics must have distinctive key skills to perform their tasks successfully. Therefore, this program prepares its students for a prosperous working future in the logistics market, with unique knowledge that will provide them with a distinguished professional value to access areas and positions of greater economic importance.



Postgraduate Diploma in Supply Chain and Demand Management.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”*



TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Diploma in Supply Chain and Demand Management qualifies student to:

01

Develop strategies to optimize customer service and improve the profitability in the national and international market

02

Design customer service strategies that add value and reduce errors

03

Apply Lean Management concepts throughout the supply chain





04

Implementing tools for operational and economic control of operations

05

Describe the procedures for establishing decision criteria for process outsourcing, RFQs and signing of logistics service contracts

06

Compete through processes innovation

05

# Structure and Content

The Postgraduate Certificate in Supply Chain and Demand Management is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 months and is intended to be an unique and stimulating experience that will lay the foundations for your success in business reputation management.





“

*What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

## Syllabus

The content of the Postgraduate Diploma in Supply Chain and Demand Management is designed to promote the development of managerial skills that allow decision-making with greater rigor in uncertain environments.

Over the course of 375 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with different areas operational and of the company and it is designed to train managers who understand and the operations from a strategic, international and innovative perspective.

A plan designed for you, focused on furthering your career and preparing you to achieve excellence in the field of Supply Chain management. A program that understands your needs and those of your company, through innovative content based on the latest trends, supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This Postgraduate Diploma in Supply Chain and Demand Management takes place over 6 months and is divided into three modules:

### Module 1

Operative Strategy and Management Methodologies

### Module 2

Supply Chain and Demand Management

### Module 3

Innovation, e- Logistic, and Technology in the Supply Chain



### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Postgraduate Diploma in Supply Chain and Demand Management completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*An unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Operative Strategy and Management Methodologies**

**1.1. Historical Evolution of SCM**

- 1.1.1. Historical Evolution of Operations Approaches
- 1.1.2. Scale Economies at the Beginning of the 20th Century
- 1.1.3. Evolution to current ERP

**1.2. New Scenarios in Supply Chain Management**

- 1.2.1. Management in Multicultural Environments
- 1.2.2. Innovation in SCM
- 1.2.3. Orientation to Demand through Flexible Operations
- 1.2.4. Philosophies and Techniques Used in Japan

**1.3. A Global Vision of Supply Chain Management**

- 1.3.1. SCM Opportunities and Threats
- 1.3.2. Strategic Design for the Supply Chain
- 1.3.3. Trends

**1.4. Operations Strategy**

- 1.4.1. Strategy and Strategic Level
- 1.4.2. Process Management
- 1.4.3. Stocks Management

**1.5. Logistics Decision-Making**

- 1.5.1. Analysis of Decisions
- 1.5.2. Global Operations Management and Planning
- 1.5.3. Risk Management in SC
- 1.5.4. Hard and Soft Decision-Making

**1.6. Lean Operations Strategy**

- 1.6.1. Strategic Synergies with Functional Areas
- 1.6.2. Logistics Operators
- 1.6.3. Process-Product Matrix

**Module 2. Supply Chain and Demand Management**

**2.1. Supply Chain Design and Management**

- 2.1.1. Environmental Conditions
- 2.1.2. Competitiveness Factors
- 2.1.3. Innovation, Challenges and Shortcomings

**2.2. Demand Management and Resource Planning**

- 2.2.1. Operations and Supply Chain Analysis by Sector
- 2.2.2. Stock management by order point

**2.3. Key Aspects of the Supply Chain**

- 2.3.1. Order Penetration Points
- 2.3.2. Stock Points
- 2.3.3. Customization Points
- 2.3.4. Sales Forecasting Tip

**2.4. Supply Chain and Customer Service Excellence**

- 2.4.1. Efficient Manufacturing and Delivery
- 2.4.2. Excellence in Customer Service as a Competitive Advantage
- 2.4.3. Tools for Measuring Customer Service Excellence

**2.5. Innovation and Product Engineering**

- 2.5.1. Product Development Management
- 2.5.2. Prototypes

**2.6. Organizations and Product Development**

- 2.6.1. Systems Engineering
- 2.6.2. Purchasing in Product Development
- 2.6.3. Industrialization and Manufacturing

**2.7. Strategic Planning Design throughout the Supply Chain**

- 2.7.1. Bottleneck Planning
- 2.7.2. Uncoupling Points
- 2.7.3. Pull Systems

**2.8. Establishment of the Work Sequence**

- 2.8.1. Process Grouping in Loops
- 2.8.2. Sizing and Role of Stocks
- 2.8.3. Leveling and Sequencing

**2.9. Reverse Logistics and Sustainability**

- 2.9.1. Returns, Rejections and Refunds
- 2.9.2. Management of Household Collection
- 2.9.3. Warehouse Management
- 2.9.4. Reverse Flow Traceability

**2.10. Customer Service**

- 2.10.1. Customer Service as a Winning Strategy
- 2.10.2. Customer Communication Channels
- 2.10.3. Integration with the on-line store
- 2.10.4. Service Centers On-line



**Module 3. Innovation, e-Logistic, and Technology in the Supply Chain**

**3.1. Process Engineering and Product Engineering**

- 3.1.1. Innovation Strategies
- 3.1.2. Open Innovation
- 3.1.3. Innovative Organization and Culture
- 3.1.4. Multifunctional Teams

**3.2. IS Strategic Planning**

- 3.2.1. The Process of Strategic Planning
- 3.2.2. Formulating the IS Strategy
- 3.2.3. Strategy Implementation Plan
- 3.2.4. Supply Chain Optimization and e-Logistics Strategy

**3.3. Launch and Industrialization of New Products**

- 3.3.1. Design of New Products
- 3.3.2. Lean Design
- 3.3.3. Industrialization of New Products
- 3.3.4. Manufacture and Assembly

**3.4. Emerging Technologies and Information Systems**

- 3.4.1. Company and Industry Sector Analysis
- 3.4.2. Online Business Models
- 3.4.3. The Value of IT in a Company

**3.5. Digital e-Commerce Management**

- 3.5.1. New e-Commerce Business Models
- 3.5.2. Planning and Developing an e-Commerce Strategic Plan
- 3.5.3. Technological Structure in e-Commerce

**3.6. e-Commerce Operations and Logistics**

- 3.6.1. Digital Point-of-Sale Management
- 3.6.2. Contact Center Management
- 3.6.3. Automation in Management and Monitoring Processes

**3.7. e-Logistics. B2C and B2B**

- 3.7.1. e-Logistics
- 3.7.2. B2C: e-Fulfilment, the Last Mile
- 3.7.3. B2B: e-procurement. Marketplaces

**3.8. Digital Pricing**

- 3.8.1. On-line Payment Methods and Payment Gateways
- 3.8.2. Electronic Promotions
- 3.8.3. Digital Price Timing
- 3.8.4. e-Auctions

**3.9. Legal Aspects of e-Commerce**

- 3.9.1. Data Protection
- 3.9.2. Fiscal Aspects of e-Commerce
- 3.9.3. General Sales Conditions

**3.10. The Warehouse in e-Commerce**

- 3.10.1. Peculiarities of the Warehouse in e-Commerce
- 3.10.2. Warehouse Design and Planning
- 3.10.3. Infrastructures. Fixed and Mobile Devices
- 3.10.4. Zoning and Locations

**3.11. Designing an Online Store**

- 3.11.1. Design and Usability
- 3.11.2. Most Common Functionalities
- 3.11.3. Alternative Technologies

**3.12. Supply Chain Management and Future Trends**

- 3.12.1. The Future of e-Business
- 3.12.2. The Current and Future Reality of E-Commerce
- 3.12.3. SC Operating Models for Global Companies



*A unique training experience, key and decisive to boost your professional development”*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.





This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Diploma in Supply Chain and Demand Management is a program aimed at professionals related to Logistical Management and Operation who want to update their knowledge, discover new ways of Management Supplies management and advance in their professional career.





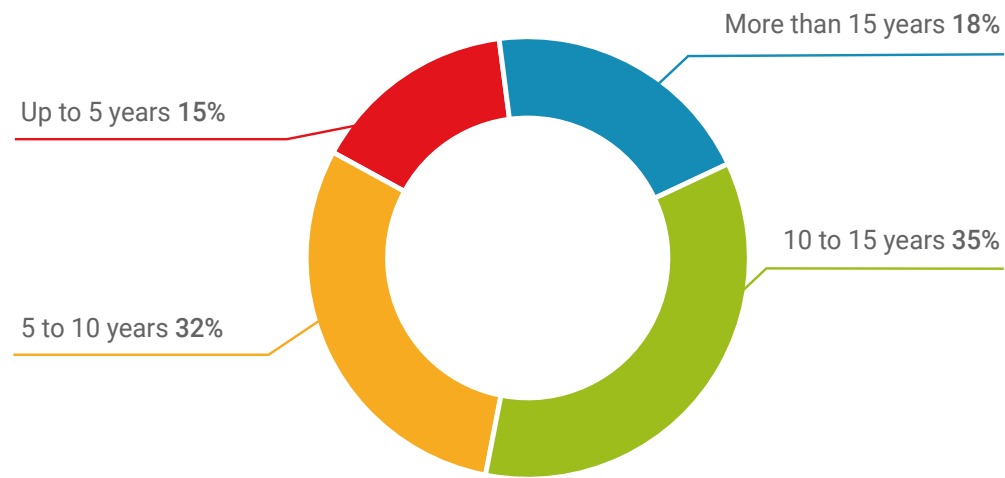
“

*If you have experience in the logistics sector, and are looking for an interesting career boost while continuing to work, then this is the program for you”*

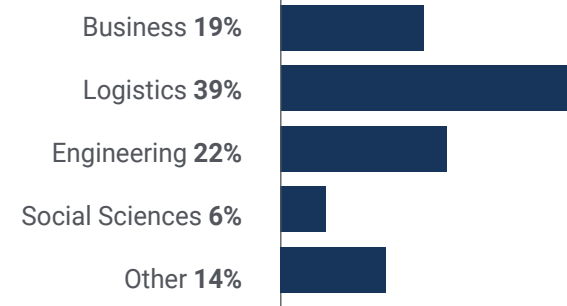
### Average Age

Between **35** and **45** years old

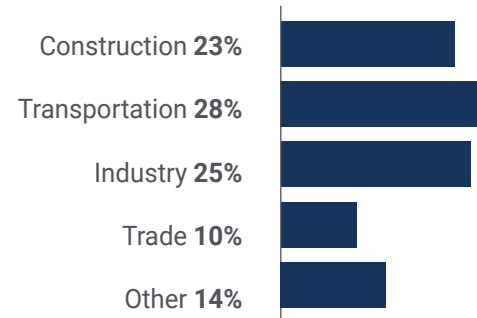
### Years of Experience



### Training

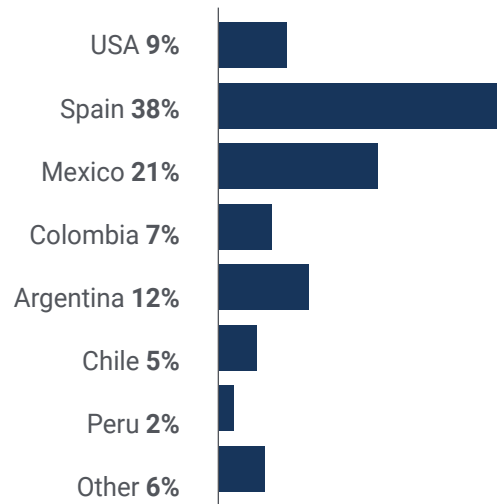


### Educational Profile



## Geographical Distribution

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## Ana Rubio

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Logistics Manager

*"With the evolution of my field of work in recent years, I needed a qualification that would help me continue to grow within the industry. Luckily, I found in TECH all the contents and skills I needed to give a plus of quality to my work and continue to climb positions in logistics management"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our teaching team, expert in Supply Chain and Demand Management, will help you achieve success in your profession”*

## Management



### Mr. Bassoumi, Shukri

- ◆ General Manager of Exos Solutions
- ◆ Telecommunications Engineer
- ◆ Has developed his professional career in the field of consultancy
- ◆ Experience in Purchasing, Logistics and Operations, managing a large number of projects
- ◆ Currently General Manager of Exos Solutions, Engineering Consultant, specializing in the project, team and strategy management





09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

*If you think your career path needs a positive change, you're in the right place"*



## Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Diploma in Supply Chain and Demand Management from TECH is an intense program that prepares you to face challenges and business decisions level, both on a national and international level. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

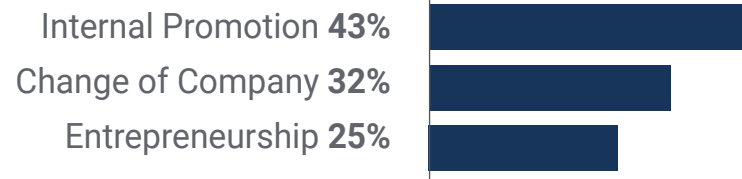
*Do not miss the opportunity to train with us and you will find the improvement you were looking for.*

*If you want to make a positive change in your profession, our academic program will help you achieve it.*

### Time of Change



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



10

# Benefits for Your Company

The Postgraduate Diploma in Supply Chain and Demand Management helps raise the organization's talent to its maximum potential by training high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"*

Developing and retaining talent in companies is the best long-term investment.

01

### Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Diploma in Supply Chain and Demand Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Diploma in Supply Chain and Demand Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Supply Chain and Demand Management**

Official N° of Hours: **375 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**



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