



International Logistic

Datos generales

Nombre de la asignatura		Nivel de formación	Clave de la asignatura
International Logistic		Licenciatura	I5428
Prerrequisito		Area de formación	Departamento
Mercadotecnia Internacional		Especializante Obligatoria	Departamento de Mercadotecnia y Negocios Internacionales
Academia	Modalidad	Tipo de asignatura	Prerrequisito de % de créditos
Comercio y Operaciones Internacionales	Semipresencial Mixta	Curso-Taller	0 %

Carga horaria

Teoría Práctica Total Créditos

40	40	80	8
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Trayectoria de la asignatura

Contenido del programa

Presentación

It is a specializing formative subject that aims for the student to know in a particular way the development of transportation activities and value generation through the supply chain. The logistics activity is a priority for the comprehension of international activities since nowadays the global commercial environment undergoes radical changes. Therefore, the student must generate competences for the identification of the continuous processes in the commercial activity effectiveness the supply chain administration with an international logistics perspective.

Objetivos del programa

Objetivo general

Analyse and understand the Supply Chain management activities that originate in foreign trade activities, its importance for the value of goods, regional positioning and interactions among stakeholders to carry out the processes that support the supply chain

Los conocimientos, aptitudes, actitudes, valores, capacidades y habilidades que el alumno deberá adquirir con base al desarrollo de la unidad

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Contenido

Contenido temático

Unit 1.- Supply Chain Management and its components (12 Hours)

Unit 2.- Supply Chain Strategic Factors. (16 Hours)

Unit 3.- Supply Chain Key Processes. (12 Hours)

Unit 4.- Planning, contracting and supply chain operations. (10 Hours)

Contenido temático

UNIT 1.- Supply Chain Management and its components

1.1 Logistic.

1.1.1 Basic Concepts.

1.1.2 Historical Evolution.

1.2 Supply Chain Management Overview

1.2 Logistics Role in the Supply Chain

1.3 Supply Chain Overall Dimensions

UNIT 2.- Supply Chain Strategic Factors

2.1. Supply Chain Relations

2.2. Measuring the performance of the supply chain and financial analysis

2.3. Information Flows Administration

UNIT 3.- Supply Chain Key Processes

3.1. Demand Management

3.1 Order management and customer service

3.2 Supply Chain Inventory Management

3.3 Transportation

3.3.1 International Commercial Documents

3.3.1.1 Commercial Invoice

3.3.1.2 Origin Certificate

3.3.1.3 Bill of Lading

3.3.1.4 Airway bill

3.4 Distribution

UNIT 4.- Planning, contracting and supply chain operations

4.1 Routes Construction and tariffs

4.2 Analysis and Supply Chain Network design

4.3 Purchases and contracts of materials and services

4.4 Supply chainSustainability

Actividades prácticas

Within this subject will be carried out: Packaging and Packaging Laboratory (Introductory). Practical cases focused on solving common problems in Supply Chain. Use of Multimedia material. Attend Negomarket 2026B from November 9 to 14, 2026.

Metodología

Problem-based learning, collaborative learning, flipped classroom, case study, tutoring assistance. Attendance and/or participation in seminars, conferences and conventions. Reading selected topics in a foreign language.

Evaluación

Homework 20%

Exams 40%

Logistic Project 40%

Total 100%

The 2026B academic term begins on Monday, August 17, 2026.

End of classes for the 2026B academic term and deadline for recording and publishing continuous assessment grades for the regular period: Friday, December 11, 2026.

Deadline for recording and publishing continuous assessment grades for the extraordinary period: Wednesday, December 16, 2026.

80% class attendance required to be eligible for a grade in the regular period.

65% class attendance required to be eligible for a grade in the extraordinary period.

Holidays: Wednesday, September 16; Monday, October 12; Monday, November 2; Monday, November 16.

Bibliografías

Bibliografía

Libro

Estrategias Logísticas: El Valor de la Logística en los Negocios.

Frías, A. (2012) Cengage Learning No. Ed 1

ISBN:

Libro

Administración de la Cadena de Suministro: Una Perspectiva Logística.

Coyle, J. J., Langley Jr., C. (2013) Cengage Learning No. Ed 9

ISBN: 786074818918

Libro

Administración de la Cadena de Suministro: Estrategia, planeación y operación

Chopra, Sunil., Meindl, Peter. (2013) Pearson No. Ed 5

ISBN:

Libro

Principios de Administración de Operaciones.

Render, B., Heizer, J. (2014) Pearson No. Ed 9

ISBN:

Libro

Administración de Operaciones: Procesos y cadena de suministro

Krajewski, L. J., Ritzman, L. (2013) Pearson No. Ed 10

ISBN:

Libro

Elementos de Logística Internacional

Silva Juárez, Ernesto (2013) PACJ No. Ed 1

ISBN: 6078334085

Libro

Logística internacional: administración de la cadena de abastecimiento global

Long, Douglas (2006) Limusa No. Ed 6

ISBN: 139789681065818

Libro

Business Logistics Management: A Supply Chain Perspective

Wessel J. Pienaar, John J. Vog (2009) Oxford University Press S No. Ed 1

ISBN: 9780195986525

Libro

Logística Internacional: Administración de Operaciones de Comercio Internacional

David, P. A. ((2016)) Cengage Learning No. Ed -

ISBN: ISBN

Otros materiales

Revista: Sokol, P. (2023). Evaluating the Success Factors of Logistics Companies in a Modern Business Environment. Business Inform, 3(542), 187-192. <https://doi.org/10.32983/2222-4459-2023-3-187-192>

Descripción: Artículo

Revista: Пасенко, В., & Leshchenko, M. (2025). Theoretical foundations of international competitiveness in logistics. Economic Scope, 196, 199-204. <https://doi.org/10.30838/ep.196.199-204>

Descripción: Artículo

Revista: Le, A. L., Truong, D. T., Doan, T. L., & Bui, D. Z. (2026). Evaluation of the logistics performance and international trade using hybrid MCDM solution. Cogent Business & Management, 13(1).

Descripción: <https://doi.org/10.1080/23311975.2026.2669006>

Revista: Ptashchenko, O., Zyma, O., Kazak, O., Naumenko, M., & Puzrakov, A. (2025). Digital Transformation in Logistics: Driving Sustainable Growth in International Commerce. European Journal Of Sustainable Development, 14(2), 980.

Descripción: <https://doi.org/10.14207/ejsd.2025.v14n2p980>

Revista: Zhaken, N., Akhmetova, Z., Moldabekova, A., & Amangeldi, O. (2026). Multimodal logistics systems in Kazakhstan: comparative assessment of logistics performance and international transport corridors. Frontiers In Future Transportation, 7.

Descripción: <https://doi.org/10.3389/ffutr.2026.1859914>

Perfil del profesor

As a teacher, you must have a master's degree preferably in International Business, Foreign Trade, International Trade or Logistics Administration, with an experience of at least five years.

Lugar y fecha de su aprobación

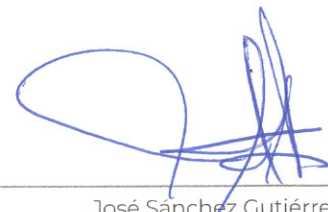
Se revisó y actualizó en CUCEA, en el Departamento de Mercadotecnia y Negocios Internacionales, en el G 306, en junio de 2026, durante la Reunión de Academia.

Instancias que aprobaron el programa

Programa aprobado en la reunión del Colegio Departamental del Departamento de Mercadotecnia y Negocios Internacionales, en el G 306, en junio de 2026.


Jorge Pelayo Maciel
Presidente de la Academia


Centro Universitario de
Ciencias Económicas Administrativas
Departamento de Mercadotecnia
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José Sánchez Gutiérrez
Jefe del Departamento