

**Programa Formativo**  
**EXPERTO EN LOGÍSTICA,  
TRANSPORTE Y DISTRIBUCIÓN**  
*Certificación CLTD-APICS*



# EXPERTO EN LOGÍSTICA, TRANSPORTE Y DISTRIBUCIÓN

## Certificación CLTD-APICS

### duración

Programa de 75 horas impartido en castellano. Los textos y materiales de APICS están en inglés, es necesario tener un nivel de inglés suficiente para su lectura y comprensión.

Del 15/10/2018 al 30/01/2019

Lunes y Miércoles de 18:00 a 21:30h

Incluye tres sesiones de jornada con comida los días: 15/10, 28/11 y 30/01 de 14:00 a 21:30h.

### lugar

En las instalaciones de Ibercide - Centro Ibercaja de Desarrollo Empresarial (Carretera Cogullada, Km. 127, 50014 Zaragoza)

### título

CESTE certificará la asistencia y aprovechamiento del curso: "Experto en Logística, Transporte y Distribución"

> Título Propio de 

## certificación CLTD-APICS\*

Para la obtención de la certificación CLTD, los candidatos deberán inscribirse para la realización del examen pagando las tasas correspondientes y debiendo de ser admitidos por APICS de acuerdo a los siguientes requisitos:

- tener 3 años de experiencia en negocios relacionados.
- CSCP, CPIM, CFPIM, CIRM, SCOR-P, CTL, CPM, CSM o denominaciones CPSM.
- Grado Universitario o su equivalente internacional.

\*Todos los candidatos al examen de certificación deberán ser admitidos por APICS. Para optar a la realización de dicho certificado, el alumno/candidato, deberá primeramente cumplimentar un formulario (CLTD Eligibility Application).

### orientado a

Los responsables de áreas relacionadas con almacenes, tráfico, compras y abastecimiento, logística, cadena de suministros, servicio a clientes, distribución, administración y operación de centros de distribución, y personal que desee ampliar sus conocimientos en el área.

### objetivos

- Dominar el conocimiento esencial que se necesita para la industria de la logística, el transporte y la distribución.
- Ampliar su perspectiva en el campo de la logística, lo que le permitirá aportar nuevas ideas para su organización.
- Mantenerse al día con las tendencias globales de la logística y su evolución.
- Aumentar su confianza con el reconocimiento como un experto en logística.
- Ofrecerle las herramientas que necesita para ayudar a reducir los costes y aumentar la satisfacción del cliente.

### profesorado

#### PATRICIA GARCÍA

*Supply Chain Manager*  
Arcelor Mittal Europe

#### GUILLERMO GARCÍA

*Supply Chain Director*  
MANN+HUMMEL IBERICA, S.A.U.

#### JESÚS SOLER

*Director Corporativo de Logística y Servicios Técnicos*  
GRUPO AGORA

#### RICARDO ARTIEDA

*Ass. Director Suply Chain*  
TEVA PHARMACEUTICALS

#### FERNANDO BERMÚDEZ

*Director de Operaciones*  
GRUPO CARRERAS

### precio

**Precio: 3.500€**

**Clientes de Ibercaja: 2.800€**

**BONIFICABLE POR FUNDAE**



## programa

El sistema de aprendizaje CLTD es un programa integral de desarrollo profesional que consta de **75 horas formativas distribuidas en 8 módulos**, los cuales se centran en las áreas críticas de la logística, el transporte y la distribución para las funciones de responsabilidades de los directores de logística:

### MODULE 1. LOGISTICS AND SUPPLY CHAIN OVERVIEW

- Managing logistics as a cohesive system
- Understanding tradeoffs to present a logistics strategy that aligns with the organizational strategy
- Finding the most effective mix of revenue producing services for the cost of providing that service
- Developing strong relationships across the supply chain
- Designing key performance indicators to encourage desired behaviors
- Using continuous improvement to exceed customer expectations

### MODULE 2. CAPACITY PLANNING AND DEMAND MANAGEMENT

- Understanding the concepts behind forecasting and its application to logistics decisions
- Creating efficient forecasts to better align supply to demand
- Translating demand information into high-level capacity plans for warehousing and transportation
- Collaborating between procurement and logistics
- Understanding key processes, including S&OP, MPS, MRP and DRP
- Delivering customer service at a consistent level

### MODULE 3. ORDER MANAGEMENT

- Planning, designing and controlling processes which manage and execute customers' orders
- Implementing a customer relationship management (CRM) process
- Understanding key logistics systems, such as EDI and TMS to enable visibility throughout the order process
- Tracking and measuring supplier and carrier performance to improve efficiency and effectiveness
- Managing relationships with the supply chain partners
- Developing a customer service management strategy
- Enhancing long-term customer satisfaction and creating lifetime customers

### MODULE 4. INVENTORY AND WAREHOUSE MANAGEMENT

- Maintaining inventory levels to align with the business strategy and goals, supporting the coordination of supply and demand, while protecting inventory value
- Creating an inventory management strategy that meets competing goals of minimizing inventory costs and maximizing customer service
- Managing the movement of materials and goods into and out of storage efficiently, safely, and with minimal inventory damage
- Adapting to new distribution channels and customer expectations by creating new processes that deliver the desired results
- Implementing efficient and effective warehouse processes, while utilizing appropriate warehouse technology
- Using appropriate packaging to promote safe and efficient materials handling during storage and transportation

### MODULE 5. TRANSPORTATION

- Understanding transportation fundamentals, including key stakeholders, intermediaries and carriers involved in transporting product from origin to destination
- Understanding the characteristics of the different transportation modes to make appropriate selections based on speed, availability, dependability, capability, frequency and cost
- Moving goods and services throughout a firm's supply chain, between where products are produced and where they are consumed, while allowing for competitive growth
- Effectively manage the entire transportation process—from long-range strategies and operational planning to day-to-day execution
- Utilizing transportation technology to manage and control visibility and communication between multiple stakeholders and transportation managers

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### MODULE 6. GLOBAL LOGISTICS CONSIDERATIONS

- Identifying macroenvironmental factors of global logistics that impact countries and organizations around the world to better manage logistics service providers, related transportation costs, and substitute product offerings
- Working knowledge of international trade theories and practices, including trade agreements and trading blocs
- Understanding the infrastructure, systems and regulations of the countries to which goods are imported/exported
- Understanding customs clearing and documentation requirements for each shipment as dictated by each country and transportation mode used
- Preparing all required documentation needed to ensure shipments arrive safely, securely, without damage, and on time at their final designation
- Using the Harmonized System Classification codes to properly specify the goods for export and dictate the corresponding tariff rates charged
- Identifying which financing and payment options are most appropriate and amenable to the parties involved
- Deciding what currency will be most appropriate for global trade participants, balancing levels of risk exposure between buyers and sellers

### MODULE 7. LOGISTICS NETWORK DESIGN

- Designing the network of warehouses and transportation lanes to enable supply to be provided at the place and time of demand
- Analyzing transportation and distribution requirements, while understanding key tradeoffs, to assist in planning and deployment of network
- Using decision support tools to determine the optimal number, location, and type of warehouse facilities
- Employing modeling techniques to help find the right balance among competing needs of involved stakeholders
- Implementing risk management strategies to minimize uncertainty and provide more reliable organizational results
- Creating prevention and mitigation plans, as well as providing business continuity if a risk event occurs

### MODULE 8. RESERVE LOGISTICS AND SUSTAINABILITY

- Developing a comprehensive reverse logistics strategy
- Recommending whether the reverse logistics strategy can be handled internally by creating a central returns center or by hiring a third-party provider to coordinate the activities
- Managing product returns in ways that turn the reverse flows into quantifiable value streams, to contribute to profitability and strengthen commitment to sustainability and social responsibility
- Demonstrating social responsibility that is valued by customers, shareholders, and the community, to help the organization be a good environmental steward for the long-term
- Implementing sustainability initiatives to impact the organization's triple bottom line (TBL)
- Choosing suppliers and other supply chain members according to the organization's commitment to implement sustainable processes and practices

## materiales

4 libros con aproximadamente 850 páginas, que integran los 8 módulos del más actual cuerpo de conocimiento de APICS CLTD. Los módulos también están disponibles en formato e-reader. **Herramientas de estudio basadas en la Web.**

Acceda a actividades educativas para apoyar el contenido del módulo de lectura:

- Pre-prueba y post-prueba.
- Plan SmartStudy.
- Test del capítulo.
- Reporte de progreso.
- Examen de práctica - emula el formato de examen real.
- Glosario y eFlashcards.
- Centro de Recursos.
- Acceso móvil a módulos de lectura, herramientas de estudio y recursos.
- Acceso en línea por un año.

