

CTL

2009

Certification in Transportation and Logistics

La Transportación y la Logística se han convertido en un elemento clave para que las empresas sean más eficientes, rentables y competitivas. Por lo tanto, es necesario que nuestros colaboradores comprendan y apliquen las mejores prácticas.

El programa de **CTL (Certification in Transportation and Logistics)** de la **AST&L (American Society of Transportation and Logistics)** es la respuesta a la necesidad de contar con una herramienta de capacitación integral para la transportación y la logística, con énfasis en los factores claves de éxito que requieren las empresas industriales y comerciales para el mejoramiento de sus procesos.

Modules:

- ▶ General Management Principles and Techniques
- ▶ Transportation Economics and Management
- ▶ Logistics Management
- ▶ International Transportation and Logistics
- ▶ Logistics Analysis
- ▶ Supply Chain Management



Dirigido a: los responsables de áreas relacionadas con almacenes, tráfico, compras y abastecimiento, logística, supply chain, servicio a clientes, distribución, administración y operación de centros de distribución, y otro personal que desee ampliar sus conocimientos en el área.

Nota: Los cursos se imparten en español, utilizando material didáctico en inglés de la certificación CTL de la ASTL



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Certification in Transportation and Logistics

01. General Management Principles And Techniques

The General Management Principles and Techniques module promotes a fundamental understanding of four key business areas: accounting, finance, marketing, and information systems.

This module stresses the application and use of these concepts in transportation and logistics management. Within this context, the objectives for the general management module include understanding:

- ▶ The interrelationships between general management concepts and the transportation/logistics function;
- ▶ Basic accounting concepts and elements, and the accountant's role in providing information to both internal and external users;
- ▶ Financial statements and comprehending the firm's financial positioning of assets, liabilities, and owners' equity within its business strategy;
- ▶ Accounting statements and developing additional data to support management decision-making;
- ▶ Financial ratios, cost of capital, inventory fundamentals, and strategies for managing the cash conversion cycle;
- ▶ How marketing contributes to improved performance in the marketplace;
- ▶ The critical role of marketing in organizations including organizational buying, demand forecasting, and marketing/distribution strategies for different stages of the product life cycle;
- ▶ How an information system is designed and its data requirements;
- ▶ The applications of information systems in areas such as electronic data interchange, artificial intelligence, and expert systems.



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02. Transportation Economics and Management

The Transportation Economics and Management module has three primary areas of emphasis: (1) application of demand, cost, and pricing principles to transportation; (2) the operating, service and financial characteristics of the various modes and types of transportation; and (3) managerial issues in transportation. The objectives for the transportation economics and management module provide an understanding of:

- ▶ The relationship and cost trade-offs occurring between transportation and other logistics functions;
- ▶ How the operating and service characteristics of each mode affect cost, performance, and the products moved;
- ▶ The economic principles that provide a foundation for transportation costing and pricing;
- ▶ Shipper and carrier strategies employed to reduce costs and improve performance.

Certification in Transportation and Logistics

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03. Logistics Management (or APICS CPIM Certification)

“Logistics is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and point of consumption in order to meet customers’ requirements.” (Council of Supply Chain Management Professionals)
The Logistics Management module explores the different facets of this definition and has the following objectives:

- ▶ Understanding the functions comprising logistics, how these functions interact, and how logistics can be managed as a system to reduce total cost;
- ▶ Recognizing how logistics affects customer service, corporate performance and competitive advantage;
- ▶ Identifying the key logistics processes that span multiple enterprises and how managing logistics as a supply chain process creates values for the end-user and all key stakeholders;
- ▶ Developing effective strategies for logistics managers to improve corporate performance while simultaneously increasing customer service.



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04. International Transportation and Logistics

The International Transportation and Logistics module provides the foundation required for understanding the logistics processes required in moving goods and people across international boundaries, the transportation modes used in such movement, and current logistics issues in the global environment. This module has the objectives of:

- ▶ Understanding the key differences between domestic and international logistics and how these differences affect logistics practice and performance;
- ▶ Developing and evaluating different strategies to effectively manage logistics processes on a global basis;
- ▶ Recognizing the role and importance played by the many key logistics intermediaries that facilitate global trade.

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05. Logistics Analysis

The Logistics Analysis module focuses on developing analytical skills and their application to transportation, logistics and supply chain management. The objectives for the Logistics Analysis module include:

- ▶ Understanding the techniques available for modeling logistics and supply chain systems
- ▶ Analyzing logistics and supply chain systems by using several operations research techniques
- ▶ Designing a supply chain network that achieves customer service or cost objectives
- ▶ Forecasting and determining inventory requirements for dependent and independent inventory systems and across multiple echelons of supply
- ▶ Simulating and optimizing network processes commonly encountered in logistics and supply chain management



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06. Supply Chain Management (or APICS CSCP Certification)

“Supply chain management is the integration of key business processes from end user through original suppliers that provides products, services, and information that add value for customers and other stakeholders.” (Global Supply Chain Forum). This CTL module explores the key processes comprising the supply chain and the strategies managers have employed to collaborate with trading partners to increase the value created and gain a competitive advantage. The specific objectives for this module include gaining an understanding of:

- ▶ The differences between logistics and supply chain management;
- ▶ The key processes comprising the supply chain and their interrelationships;
- ▶ The management components and their effect on supply chain management;
- ▶ The strategies, tactics, tools and techniques that have been demonstrated to be the most effective in implementing supply chain management.

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