# The Advanced Strategies in Logistics Management (AC3255035)

31 January – 4 February 2027
Amman (Jordan)



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## Introduction

In light of increasing competition and ongoing disruptions in global supply chains, logistics management has become a fundamental pillar for organizational success in the Middle East and North Africa region. The "Advanced Strategies in Logistics Management" course offers practical and innovative solutions that enable leaders and executives to redesign supply chain strategies to achieve the highest levels of efficiency and sustainability. This course targets team leaders, specialists, and various departments across sectors such as oil and gas, banking, telecommunications, government, marketing, and project management. The practical benefits lie in enhancing operational capabilities, improving organizational performance, and strategically reducing costs, thereby boosting competitiveness and maximizing added value.

## Course Objectives

- Understand the latest advanced concepts and strategies in logistics management.
- Analyze complex logistical challenges and develop innovative solutions.
- Apply advanced analytical tools to improve workflow.
- Assess risks and manage crises in supply chains.
- Design and implement flexible and sustainable logistics plans.
- Develop strategic leadership skills in logistics.

## Course Modules

### Day 1: Analyzing the Modern Logistics Environment

- Reviewing global trends affecting logistics.
- Analyzing consumer behavior and its impact on supply chains.
- Studying laws and regulations affecting the logistics sector.
- Discussing environmental and social challenges in logistics.
- Analyzing hidden costs and their impact on profitability.
- Workshop to assess organizational logistics readiness.

### Day 2: Strategies for Excellence in Supply Chain

- Presenting advanced supply chain models and global best practices.
- Analyzing added value at each stage of the chain.
- Identifying strengths and weaknesses in the logistics system.
- Developing strategic plans to enhance competitiveness.
- Discussing successful practical case studies.
- Simulation exercise to design an advanced logistics strategy.



## Day 3: Digital Technologies and Smart Transformation

- Exploring the role of AI in improving logistics efficiency.
- Applying advanced analytics techniques Big Data, IoT.
- Using automation and robotics in distribution centers.
- Designing digital solutions to enhance tracking and transparency.
- Studying the impact of technology on customer experience.
- Practical exercises on using logistics management software.

## Day 4: Risk Management and Building Operational Resilience

- Assessing risks associated with international supply chains.
- Developing contingency and business continuity plans.
- Designing flexible models to face sudden crises.
- Studying diversification strategies and reducing dependency on specific suppliers.
- Analyzing data to predict potential threats.
- Interactive workshop to develop comprehensive response plans.

## Day 5: Performance Evaluation and Continuous Improvement

- Identifying key performance indicators KPIs in logistics.
- Using performance reports in strategic decision-making.
- Analyzing performance gaps and developing improvement plans.
- Designing a culture of continuous improvement in operational teams.
- Reviewing successful performance evaluation models.
- Final exercise to develop a comprehensive improvement plan.

# Why Should You Attend This Course? Pros and Cons

- Gain practical, up-to-date experiences that can be directly applied.
- Develop a comprehensive understanding of supply chains and their strategic importance.
- Enhance leadership, analytical, and decision-making skills.
- Improve the ability to manage risks and crises.
- Learn about the latest digital technologies and their applications in logistics.
- Build a strong professional network with leaders and industry experts.
- Increase opportunities for promotion and career growth.
- Possibility of obtaining an accredited professional certificate.
- The course may require additional time to complete practical exercises.
- Commitment to attending all days is necessary to ensure full benefit.



## Conclusion

The "Advanced Strategies in Logistics Management" course represents a significant strategic opportunity for managers and leaders seeking to enhance their competencies and achieve tangible professional growth. With its focus on deep analysis, practical application, and advanced digital technologies, this course equips participants with the tools needed to design and implement integrated, sustainable logistics strategies. These skills are essential to meet the evolving challenges of the business environment, achieve sustainable competitive advantage, and improve overall organizational performance. By following a comprehensive scientific and practical approach, the course ensures real and lasting value for participants, empowering them to confidently and effectively lead change within their organizations.

