



Supply Chain Business Game

2026-2027

Credits: 3

Code: 62002A-00037

Language of Instruction: English

Faculty

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Learning Outcomes

Course Content

Day 1 & Day 2

These two days will provide insights into pharmaceutical logistics, delivered by Frank Van Gelder (Secretary General of Pharma.Aero). The sessions will be structured around the development of a practical pharma logistics business case.

A visit to the DHL Brucargo hub is planned. This is the largest integrator cross-dock hub for pharmaceutical logistics in the Benelux.

We chose a pharma logistics business game because Belgium is a major hub for pharmaceutical (air) supply chains, which are among the most sensitive and complex in the world. During the

first two days, you will learn the key concepts and insights from a pharma logistics expert, afterwards students will apply this knowledge by playing the (competitive) business game.

Day 3 & Day 4

These will be the actual game days.

First, we will start with a detailed introduction to the game and its technical aspects.

During the game you will compete against each other in the same simulated “business world”. If your team gains market share, other teams will lose market share.

You will need to perform your own cost calculations, profit forecasts, contract negotiations, and strategic decisions.

Prerequisites

none

Method of Instruction

Lecture

Business Game

Excursion visit to DHL Brussels Airport

Assessment Method & Criteria

Business Case	25%
Business Game	75%

Study Materials

none