

**COURSE DATA****Data Subject**

Code	42149
Name	International distribution and logistics
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	1 Second term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	9 - International distribution and logistics	Optional

Coordination

Name	Department
FRASQUET DEL TORO, MARTA	43 - Marketing and Market Research
RUIZ MOLINA, MARIA EUGENIA	43 - Marketing and Market Research

SUMMARY

This course is about the design and management of distribution channels a globalised economy, thus affected by cultural diversities, such as consumers' preferences, types of intermediaries, retailing structures and logistic infrastructures. This course deals with these issues adopting a practical approach that identifies key organizations competing in the global marketplace and analyses their strategies and performance.

PREVIOUS KNOWLEDGE



Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Students should have completed a degree that has provided them with skills in business management. Students should have completed the subjects of the first semester of the master.

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- To equip students with a critical understanding of the main concepts, frameworks and techniques of international distribution and logistics management.
- To provide students with the abilities required in the global firm to access and manage efficiently international channels of distribution.
- To equip students with knowledge of supply chain management and relevant logistical concepts and practices.
- To provide students with the opportunity to analyse and manage data and to arrive at sound and workable decisions regarding an organizations distribution strategy.
- To equip students with the abilities to work in teams

LEARNING OUTCOMES

- Design and evaluate distribution channels for different types of products
- Assess the opportunities and risks of e-commerce
- Analyse the issues of power, conflict and collaboration in distribution channels
- Assess the strategies of a retailer in a global environment
- Understand and evaluate a company's supply chain
- Evaluate the logistics decisions of storage, transportation and inventory management

DESCRIPTION OF CONTENTS

1. Defining distribution channels

2. Designing and assessing distribution channels

**3. Power and dependence in distribution channels****4. Conflict and collaboration in distribution channels****5. Strategies and decisions in retailing firms****6. Management of logistics operation: supply chain management****7. Management of logistics operations: transport, warehousing and inventory management****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	75,00	100
Attendance at events and external activities	3,00	0
Development of group work	33,00	0
Development of individual work	33,00	0
Study and independent work	49,00	0
TOTAL	193,00	

TEACHING METHODOLOGY

The topics of the course will be explored through lectures, coursework, seminars by guest speakers, and visits to relevant organizations. During the lectures the teachers will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

EVALUATION

Written or oral exams consisting of theoretical questions and case studies or other practical exercises.

Participation during classes in the discussions and the solving of case studies and practical exercises.

Oral or written presentation of practical activities such as case studies, exercises or questions, individually or in teams.



REFERENCES

Additional

- Coughlan, A. Anderson, E. Stern, L.W. and El-Ansary, A. I. (2006): Marketing Channels. Prentice Hall, New Jersey. 7th edition.
- Zentes, J., Morschett, D. and Schram-Klein, H. (2010): Strategic Retail Management. Gabler Research, Wiesbaden, Germany. 2nd edition
- Ballou, R. H. (2004): Business Logistics/ Supply Chain Management. Prentice-Hall, New Jersey, 5th edition.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. Contents

There are no changes

2. Volume of work and temporary planning of teaching

Students must study autonomously based on the guide documents (PowerPoint files with notes) and the articles provided, and the hours (days and hours) of the face-to-face sessions initially planned are replaced by the following teleconferences for oral presentation of the individual works carried out by the students, and to solve doubts on each subject:

Topic 5: 03.4.20, 18 h

Topic 6: 22.4.20, 19.30

Topic 7: 29.4.20, 19.30

Topic 8: 04.5.20, 18 h

3. Teaching methodology

Classes will be partly replaced by individual student work from study materials and recommended readings. Class discussions will take place in the Virtual Classroom forums.

Individual assignments will be presented in videoconference on designated dates.

4. Evaluation
FINAL EXAM. The final exam will be done online. Students will receive the exam through Virtual Classroom and will have a limited time (from 90 to 120 minutes) to complete it and publish it in Virtual Classroom. The exam will consist of open-ended or discussion questions based on short case studies or business examples. To answer the questions correctly, students must apply the theoretical concepts covered in the course. All materials, textbooks, case studies, readings, should be reviewed to prepare for the exam.

TEAM WORK. An oral presentation of teamwork will not be requested. Therefore, it will be evaluated based on the final document in Word or pdf (90%) and a PowerPoint presentation (10%). Both must be uploaded through the Moodle platform before Wednesday May 5, 2020. Students can present this project individually, but since Learning Outcome 7 of this course is "Teamwork, collaboration, leadership and skills for resolve conflicts ", those who present the final project document individually will have a reduction of 0.5 points in the rating of this activity.

INDIVIDUAL WORK. Individual assignments scheduled to be submitted in the weeks after March 15 must be submitted in online sessions. Regarding the oral presentation, we will evaluate the PowerPoint



document and the questions or activities to involve the class (10%) and the Word or doc document (90%).
CLASS PARTICIPATION. Class participation will be calculated as the weighted average of the grades for the face-to-face sessions between January and March 15, as well as participation in the online discussions proposed for topics 5 to 8 and the online guest speaker session.

5. Bibliography

There are no changes

