Distribution – Full Time - English

**A. General data**

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| **Name of the field** | **Content**  |
| Course title | Distribution |
| Organizational unit: | School of Management, Unit for Innovation and Logistics |
| Organizational unit where the course is offered: | Faculty of Management |
| Course ID |   |
| Erasmus code / ISCED | 04-000 – Business Studies, Management Science |
| Course groups |   |
| Period when the course is offered  | Winter semester |
| Short description | The course refers to the subject of distribution, which will be presented as a link between the sphere of marketing and logistics. There will be described the basic functions of distribution, main players in distribution processes, types of distribution channels and basic distribution strategies. The emphasis will be also put on customer service and distribution centres. Moreover, students will learn the basic methods of demand forecasting. |
| Type of course: | Seminar/conversatory |
| Full description | The course program covers the following topics:1. Introduction to distribution logistics (2 hours).

 1. Issues, functions, main players in the distribution ( 2 hours).
2. Customer service in distribution (2 hours).
3. Management of the distribution process. Distribution channels and distribution strategies (2 hours).
4. The role of distribution centres. Wholesale and retail trade (2 hours).
5. Distribution as a link between marketing and logistics. The dual role of distribution - as one of the integral elements of marketing and the logistics subsystem (2 hours).
6. Demand forecasting (2 hours).
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| Prerequisites | Formal  | Management – basic course |
| Initial  | General knowledge of business management |
| Learning outcomes | After the course, the student:1. identifies the basic challenges in the distribution process.2. can distinguish functions and actors of the distribution processes.3. understands the importance of customer service in distribution.4. knows the basics of controlling the distribution processes.5. can distinguish and select the appropriate distribution channels and plan the enterprise’s distribution strategies.6. understands the importance of distribution as a link between logistics and marketing.7. knows the basic methods of forecasting the demand. |
| ECTS credit allocation (and other scores) | 2 ECTS |
| Assessment methods and assessment criteria | Evaluation work, presence, activeness |
| Examination  | Graded credit  |
| Type of class | Elective, seminar/conversatory |
| Sposób realizacji przedmiotu  | Online (via Zoom + Kampus or eNauka) |
| Language  | English |
| Bibliography | Christopher, M. (1985). *The Strategy of Distribution Management*, Praeger.Gorchels, L., Marien, E., J., West, C., (2004). *The Manager's Guide to Distribution Channels*, McGraw Hill.Król, M., (2015). *Pricing and distribution strategies*, Warsaw School of Economics.Thomopoulos, N., (2016). *Elements of Manufacturing, Distribution and Logistics: Quantitative Methods for Planning and Control*, Springer. |
| Internship as part of the course  | n/a |
| Coordinators | **Filip Tużnik** |
| Group instructors | **Filip Tużnik** |
| Notes  | None |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: | **Filip Tużnik** |
| Title  | PhD Eng. |
| Type of class: | Seminar / Conversatory |
| Learning outcomes defined for didactic method used during the course | As in part A |
| Assessment methods and assessment criteria for didactic method used during the course | Presence – 40%Activities – 20%Evaluation work – 40% |
| Examination for didactic method used during the course | Marks |
| Range of content | As in Full course description |
| Didactic methods | Lecture, on-line activities, discussion |
| Bibliography | As in part A |
| Group limit  |   |
| Time span |   |
| Location |   |