

# Logistics and distribution management (EM165M9AA1)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Logistics and distribution management : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	Supply Chain Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	45

## Coordinator

**DOBROMIR STOYANOV**

## Lecturers

Instructor	Population	Email
DOBROMIR STOYANOV	Population	

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

# Contribution of the course to the educational objectives of the programme

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How the course contributes to the programme :

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

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## Description

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This course focuses on the strategic and tactical issues of distribution management and logistics. The emphasis is placed on:

- 1) How to successfully design and manage different distribution channels (B2B, B2C, B2G, C2B, C2G) and the integrated distribution networks (horizontal, vertical, corporate, franchising etc.).
- 2) How to integrate core logistic functions such as customer service, transportation, inventory, order processing, warehousing/stock-keeping facilities and materials management.
- 3) What are the traditional store and the emerging non-store distribution formats in today's business?
- 4) What is merchandising and how retailers can use it to improve the customer experience in the store and increase sales.
- 5) How to choose the right store & warehouse locations.

The course follows the simple management structure of Analyzing, Planning, Execution, and Control so, in the end, the students will have to develop a basic one-year distribution plan for a company of their choice.

## Educational organisation

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In class

**Lectures**

**Tutorials**

In groups

**Exercises**

**Projects**

Interaction

**Discussions / debates**

Assignments

**Specific projects / case studies**

## Learning outcomes

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Upon completion of this course, students should be able to :

- **Identify** the different type of store and non-store distribution channels.
- **Select** the best logistic partner for the chosen distribution strategy
- **Choose** the most suitable marketing strategy for every distribution channel according to the favourability/unfavourability of the internal and external environment
- **Analyze** the internal and external environment affecting the company's distribution and logistic activities
- **Design** omnichannel distribution plan

## Outline

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1. The role of distribution and logistics in today's business. How to successfully develop a distribution plan
2. Store and non-store retailing distribution channels
3. Merchandising techniques in retailing distribution
4. Strategic & tactical modelling in distribution management & logistics
5. Integrated logistic systems: decisions on order processing, storage, warehousing, inventory, transportation & operational management.
6. Mid-term test
7. Presentation of the final projects

## Prerequisites

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**Key concepts to understand :**

Distribution plan, store and non-store distribution formats, distribution channel strategies, logistics

## Teaching material

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**Documents in all formats**

- Syllabus
- Worksheets
- Case studies

**Software**

- Office Pack (Word, Excel, PowerPoint, Access)

## Recommended reading

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**Major works :**

- 1) Beck, N. & David Rygl (2015). Categorization of multiple channel retailing in Multi-,Cross-,and Omni-Channel Retailing for retailers . Journal of Retailing and Consumer Services, Vol. 27, pp. 170–178
  - 2) Chopra, S. (2016). How omni-channel can be the future of retailing. Decision, vol.43,135-144
  - 3) Larke, R. M. Kilgour & H. O'Connor (2018). Build touchpoints and they will come: transitioning to omnichannel retailing. International Journal of Physical Distribution & Logistics Management. Vol. 48 Issue: 4, pp.465-483.
  - 4) Bernon, M., J. Cullen, Gorst (2016). Online retail returns management Integration within an omni-channel distribution context. International Journal of Physical Distribution & Logistics Management, Vol. 46 No. 6/7, pp. 584-605
  - 5) Ailawadia, K. & P. Farris (2017). Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. Journal of Retailing, vol. 93, issue 1, 120-135.
- Rigby, D. (2011). The future of shopping. <https://hbr.org/2011/12/the-future-of-shopping>

- 7) Hubner et al. (2016). Distribution systems in omni-channel retailing. *Business Research*, 9, 255–296
- 8) Kollmann, T. et al. (2012). Cannibalization or synergy? Consumers' channel selection in online–offline multichannel systems. *Journal of Retailing and Consumer Services* 19, 186–194.
- 9) Harris, P. et al., (2018). Understanding multichannel shopper journey configuration: An application of goal theory. *Journal of Retailing and Consumer Services* Vol. 44, pp. 108–117
- 10) Hübner et al. (2016). Retail logistics in the transition from multi-channel to omni-channel. *International Journal of Physical Distribution & Logistics Management*, Vol. 46 No. 6/7, pp. 562-583

**Further reading :**

**Research works by EM Strasbourg :**

Stoyanov, D. (2014). Market and marketing peculiarities of vending channels. *Izvestiya—Journal of the University of Economics—Varna*, Vol. 3, 2014, pp. 74–86.

## Assessment

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**Intermediate evaluation / continuous assessment 1 :**

written + oral / in group / English / weighting : 30%

additional information : Participation during the oral discussions in class. Homework and in-class assignments!

**This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO4.2**

**Intermediate evaluation / continuous assessment 2 : session n°6**

written (180 min) / individual / English / weighting : 30%

additional information : Mid-term test

**This evaluation serves to measure LO1.1, LO1.3, LO3.1**

**Intermediate evaluation / continuous assessment 3 : last session**

written + oral (25 min) / in group / English / weighting : 40%

additional information : students have to form international teams and design an omnichannel distribution plan for a company of their own choice. Half of this evaluation (20%) is based on the written group work presentation prepared by the students at home (For example: MS PowerPoint, Prezi etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during project presentation in class (20%)

**This evaluation serves to measure LO1.3, LO2.1, LO2.2, LO2.3**

## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.

