

# Logistics and distribution management (EM165M9AB1)

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	B
Open for visitors	yes (5 ECTS)
Available places	45

## Coordinator

**DOBROMIR STOYANOV**

## Lecturers

Instructor	Population	Email
DOBROMIR STOYANOV		

## 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 :**

## 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**

**Presentations**

In groups

**Exercises**

**Projects**

**Case studies/texts**

**Oral presentations**

Interaction

**Discussions / debates**

Assignments

**Individual projects (online assignments, video,)**

**Specific projects / case studies**

**Readings**

**Text study**

## 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
- **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** one year distribution plan
- **Select** the best logistic partner for the chosen distribution strategy

## 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

- Guide
- Newspaper articles
- Books
- Case studies

### Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT

### Additional electronic platforms

- Slideshows
- Videos

## Recommended reading

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**Major works :**

1. Solomon, M., Marshall, G., & Stuart, E. (2014). Marketing. Real people, real choices. 7th ed., Pearson Prentice-hall
2. Vandercammen, M., Jospin-Pernet, N. (2010). La distribution. 3e éd., De Boeck
3. Rushton, A., Croucher, Ph., Baker, P., (2010). The Handbook of Logistics and Distribution Management. 4th ed., Kogan Page
4. Brman, B & Evans, J. R. (2004). Retail management: a strategic approach. 9th ed.
5. Ebster, C. & G. Marion (2011). Store Design and Visual Merchandising: Creating Store Space That

Encourages Buying. Business expert press.

**Further reading :**

**Research works by EM Strasbourg :**

## Assessment

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**Intermediate evaluation / continuous assessment 1 : Continuous**

written + oral / individual / English / weighting : 30%

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

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

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

additional information : Mid-term test

**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 a 1-year marketing plan for a distribution channel 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%)

## 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.