



## COURSE SYLLABUS

# Industrial Marketing and Supply Chain Management, 7.5 credits

### *Industrial Marketing and Supply Chain Management, 7,5 högskolepoäng*

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Course Code:	JISR26	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Aug 10, 2015	Disciplinary domain:	Social sciences (70%) and natural sciences (30%)
Valid From:	Jan 18, 2016	Subject group:	FE1
Version:	1	Specialised in:	A1N
Reg number:	IHH 2015/2895-313	Main field of study:	General Management

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## Intended Learning Outcomes (ILO)

Upon completing the course the student shall be able to:

### *Knowledge and understanding*

1. Explain basic concepts of logistics, supply chain management, and industrial marketing.
2. Describe how different purchasing and marketing methods can influence the supply chain and logistics flows.
3. Map and describe the main flows in the supply chain.
4. Explain the significance of different conceptualizations of supply chains and networks and the implication for marketing decisions in a global context.

### *Skills and abilities*

5. Use technical terminology, and clearly communicate logistics problems, analyses and solutions, e.g. the concepts activity, functions, process, organisation, customer adoption, outsourcing and globalization.
6. Use marketing terminology, and clearly communicate marketing problems, analysis and solutions. This include the concepts of relationship marketing, corporate social responsibility (CSR) and entrepreneurial approaches to marketing decisions and marketing research.
7. Independently use reference literature, scientific publications, applied trade journals in the intersection of supply chain management and industrial marketing, consultant reports, and the Internet to analyse, evaluate and synthesise practical problems.
8. Orally and in writing explain and discuss both one's own analysis, and those of others.

### *Judgement and approach*

9. Use a scientific approach by seeking, critically judging and applying academic as well as professional knowledge.
10. Apply creative thinking and entrepreneurial methods in order to take in and analyze challenges and innovations within the field of logistics, supply chain management and industrial marketing.

## Contents

The aim of the course is to achieve an understanding and knowledge about the global supply chain, its

participants, functions and flows and how these are interrelated and interacting with industrial marketing.

It introduces the students to how to analyze logistic flows for different products and services within and between firms in the global supply chain. Further, students will acquire an insight into how changes in one part of the chain will influence the whole supply chain and its development. This understanding is complemented with the wider placement of the chain in the network, and how the actors, activities and resources restrict and enable development of firms.

The course emphasizes how industrial marketing decisions – operative and strategic – are interlinked with the supply chain. Students will learn how to approach marketing decisions under different types of uncertainty and learn from examples of innovative organizations. This will be linked to marketing research methods.

Students will also learn about the role and importance of sustainability, corporate social responsibility and the importance of performance measurement for the supply chain.

### Type of instruction

The course is given as a combination of lectures, independent study and class presentations. Some tasks are given as group assignments.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree (i.e the equivalent of 180 credits at an accredited university) with at least 90 credits in engineering (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The course grade is given as a process evaluation, where 60% of the weight is assigned to a written exam and 40% to several course assignments.

ILO 1, 2, 4 and 5 are examined through the written exam and course assignments

ILO 3-10 are examined through course assignments including group work

Registration of examination:

Name of the Test	Value	Grading
Written Examination	4.5 credits	A/B/C/D/E/FX/F
Assignments	3 credits	A/B/C/D/E/FX/F

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of

faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### Course literature

Christopher, Martin (2011) *Logistics & Supply Chain Management* (Fourth Ed.), Prentice-Hall, London, England.

Ellis, Nick (2011) *Business-to-Business marketing. Relationships, Networks and Strategies*. Oxford, England. Supplementary scientific articles, with specific focus on the two areas of sustainability and entrepreneurial activity.