



## COURSE SYLLABUS

# International Distribution and Retailing, 7.5 credits

*International Distribution and Retailing, 7,5 högskolepoäng*

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Course Code:	JIDR25	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Dec 17, 2014	Disciplinary domain:	Social sciences
Valid From:	Aug 24, 2015	Subject group:	FE1
Version:	1	Specialised in:	A1N
Reg number:	IHH 2015/02229-313	Main field of study:	Business Administration

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## Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

### *Knowledge and understanding*

1. Comprehend and reflect on the key retailing concepts and theories.
2. Recognize and appreciate the different forms of retailing formats and ownership structures
3. Comprehend and reflect on key international distribution concepts including market channels
4. Discuss resource needed to set up, manage, and execute international distribution and retailing

### *Skills and abilities*

5. Demonstrate the ability to apply theoretical concepts in order to improve strategic and tactical decisions regarding distribution and retailing
6. Develop the skills needed to critically evaluate distribution and retailing operations

### *Judgement and approach*

7. Critically assess the theoretical foundations of distribution and retailing

## Contents

The course takes a strategic approach to the topics international distribution and retailing. It starts off by discussing various retailing formats and ownerships as well as distribution covered from an international perspective. Also, by taking a holistic perspective on operations, various supply chain management topics, including inventory management, information and financial flows will be discussed. Moreover, the ethical and corporate social responsibility issues in retailing will be covered throughout the course.

## Type of instruction

Lectures introduce retailing and distribution concepts and theories while in class discussion encourages reflection and critical thinking. Seminars and a combination of cases and practical assignments are used to integrate beliefs, develop ideas, and reflect on attitudes about international distribution and retailing. In connection with lectures and seminars, reading assignments are used to immerse students in the literature by enticing them to find, review and discuss recent articles from leading journals in the field (e.g., Journal of Retailing, Journal of Services Marketing, International Journal of Retail & Distribution

Management, International Journal of Physical Distribution & Logistics Management, International Review of Retail, Distribution and Consumer Research, Industrial Marketing Management, and Journal of Retailing and Consumer Services).

Project work is used to get students out of the classroom and to apply themes on international distribution and/or retailing in a real world setting.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree in Business Administration including 60 credits in Business Administration (or the equivalent).

### Examination and grades

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

ILOs 1, 2, 3, 4 is examined through a written exam

ILOs 5, 6, 7 is examined through cases

ILOs 5, 6, 7 is examined through a project

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	4 credits	A/B/C/D/E/FX/F
Case <sup>1</sup>	2 credits	A/B/C/D/E/FX/F
Project <sup>1</sup>	1.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### 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**

### *Literature/Articles*

- Robert Palmatier, Louis Stern, Adel El-Ansary (2014) *Marketing Channel Strategy, Global Edition* 8th Edition, Paperback, 496 pages, ISBN13: 9781292060460
- Articles as specified in course introduction