



KURSPLAN

International Distribution and Retailing, 7,5 högskolepoäng

International Distribution and Retailing, 7.5 credits

Kurskod:	JIDR25	Utbildningsnivå:	Avancerad nivå
Fastställd av:	Council for Undergraduate and Masters Education 2014-12-17	Utbildningsområde:	Samhällsvetenskapliga området
Reviderad av:	Examinator 2023-04-28	Ämnesgrupp:	FE1
Gäller fr.o.m.:	2023-08-21	Fördjupning:	A1N
Version:	4	Huvudområde:	Företagsekonomi

Lärandemål

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

Kunskap och förståelse

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

Färdighet och förmåga

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

Värderingsförmåga och förhållningssätt

7. Critically assess the theoretical foundations of distribution and retailing

Innehåll

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 incoterms, inventory management, physical-, information-, and financial flows will be discussed. Moreover, the ethical and corporate social responsibility issues in retailing will be covered throughout the course.

Connection to Research and Practice

The course International Distribution and Retailing has its theoretical foundations in supply chain management and marketing. The course connects to the JIBS focus areas of renewal and ownership through readings, case work and project work in the course. Practice connection is given through real company cases and guest lectures.

Undervisningsformer

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, project 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.

Undervisningen bedrivs på engelska.

Förkunskapskrav

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

Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

Individual written exam (ILOs: 1, 2, 3, 4, 5) representing 4 credits

Individual case (ILOs: 5, 6, 7) representing 2 credits

Group project (ILOs: 5, 6, 7) representing 1.5 credits

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual written exam [†]	4 hp	A/B/C/D/E/FX/F
Individual case [†]	2 hp	A/B/C/D/E/FX/F
Group Project [†]	1,5 hp	A/B/C/D/E/FX/F

[†] Determines the final grade of the course, which is issued only when all course units have been passed.

Kursvärdering

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course

evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Övrigt

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.

Kurslitteratur

Robert W. Palmatier, Eugene Sivadas, Louis W. Stern, Adel I. El-Ansary (2019) *Marketing Channel Strategy - An Omni-Channel Approach*, Routledge, ISBN 9780367262099

Articles as specified in the course introduction