

COURSE SYLLABUS

Distribution and Retailing, 5 credits

Distribution and Retailing, 5 högskolepoäng

Course Code: J2DARF	Education Cycle: Second-cycle level
Confirmed: Mar 25, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1. Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

Skills and Abilities

2.2. Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

3.1. Produce well-structured, professional materials that demonstrate academic proficiency and adapt style and terminology to the target audience.

Judgement and Approach

4.1. Integrate ethical and sustainability considerations into the critical evaluation of organisational, market, and/or policy issues.

5.2. Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

Content

In today's integrated global marketplace, getting products from manufacturers to end consumers requires sophisticated distribution networks that span multiple countries, cultures, and market structures. The rise of e-commerce, changing consumer expectations, and evolving retail landscapes have transformed how companies design and manage their distribution channels. Understanding these complex networks, and the strategic decisions behind them, has become essential for supply chain professionals seeking to create competitive advantage through effective channel management.

This course explores the strategies, structures, and operational dynamics of global distribution channels. You will examine channel fundamentals, including the roles and strategic importance of various intermediaries in retailing and wholesaling formats. The course covers channel relationship management, logistics integration, and the coordination challenges inherent in moving goods across international borders. You will analyse how different industries and regions approach distribution challenges, using databases and real company cases to understand practical applications. Guest lectures from industry professionals provide insights into current distribution practices and emerging trends, connecting theoretical concepts to real-world decision-making.

Upon completion, you will be able to analyse and compare global distribution strategies across different markets and industries. You will apply theoretical frameworks to evaluate strategic decisions regarding channel design, intermediary selection, and relationship management. Critically, you will assess the trade-offs and challenges in global distribution, enabling you to develop and recommend distribution strategies that align with organisational objectives while addressing the complexities of international market entry, channel conflict, and logistics coordination.

Connection to Research

The course Distribution and Retailing have 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.

Connection to Practice

Practice connection is given through real company cases and guest lectures.

Connection to Ethics, Responsibility, Sustainability (ERS)

Ethics, Responsibility, and Sustainability (ERS) perspectives are embedded in the course through the analysis of global distribution channel structures, strategies, and relationships. Course content and case-based learning activities will support you in evaluating how distribution decisions, such as channel design, intermediary selection, and logistics integration, affect societal outcomes, environmental sustainability, and responsible business conduct in international markets. Through lectures, seminars, and case discussions, you will critically examine the responsibilities of firms and intermediaries within global supply chains, including issues related to transparency, fair practices, and environmental impacts. ERS perspectives are integrated into the assessment tasks, where you analyse real-world distribution strategies and propose solutions that consider both strategic effectiveness and responsible management in global distribution systems.

Type of Instruction

The course is taught on campus using lectures, seminars, individual work, group discussions, and tutoring.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university). At least 30 ECTS must be in Business Administration. Proof of English proficiency is also required.

Examination and Grades

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

Individual written exam (ILOs: 1.1, 3.1, 4.1), representing 3 credits.

In the individual written exam, you will be assessed on your ability to apply advanced theoretical knowledge to analyze and evaluate distribution and retailing strategies and challenges, while incorporating ethical and sustainability considerations into well-structured arguments.

Individual assignment (ILOs: 2.2, 5.2), representing 2 credits.

In the individual assignment, you will be assessed on your ability to use relevant data to identify, analyze, and evaluate markets for distribution intermediaries and to justify recommendations with evidence-based reasoning.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam	3 credits	A/B/C/D/E/FX/F
Individual assignment	2 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Course Compendium is distributed by teachers.