

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Organization of Distribution Systems		Code 1011105331011140221
Field of study Management - Part-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Logistics of manufacturing systems and	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences Technical sciences		ECTS distribution (number and %) 3 100% 3 100%
Responsible for subject / lecturer: dr inż. Mariusz Branowski email: mariusz.branowski@put.poznan.pl tel. 6653395 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of marketing and logistics in production enterprises: subject, scope, terminology. Basic knowledge of marketing and logistics strategies and programs, methods and tools in production enterprises
2	Skills	Ability to describe and analyse economic and social phenomena related to marketing and logistics. Ability to make decisions relating to marketing and logistics. Ability to analyse marketing and logistics problems relevant to enterprise management.
3	Social competencies	Awareness of marketing and logistics self education need. Awareness of marketing and logistics importance for maintenance and development of economic and social relationships. Preparation to active participation in organizations and groups (teams) realizing marketing and logistics activities. Awareness of ethical aspects of marketing and logistics.
Assumptions and objectives of the course: --Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of domestic and international distribution systems of consumer and industrial products.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Knowledge of distribution systems importance for economy and enterprises - [K2A_W01] 2. Knowledge of distribution systems design and management - scope and terminology - [K2A_W05] 3. Knowledge of distribution systems design methods and tools - [K2A_W08] 4. Knowledge of market aspects of the distribution systems design - [K2A_W09]		
Skills:		
1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to distribution systems - [K2A_U01] 2. Ability to use distribution systems design and management methods and tools to solve the problems - [K2A_U02] 3. Ability to make decisions related to distribution systems - [K2A_U04] 4. Ability to formulate and analyse distribution systems problems influencing enterprise management - [K2A_U06] 5. Ability to propose the solution of distribution systems problems - [K2A_U07]		
Social competencies:		

1. Awareness of distribution systems self education need. - [K1A_K01]
2. Awareness of distribution systems importance for maintenance and development of economic and social relationships. - [K2A_K03]
3. Preparation to active participation in organizations and groups (teams) realizing distribution systems design activities. - [K2A_K05, K2A_K06]

Assessment methods of study outcomes

Primary evaluation: active participation in lectures
 Final evaluation: lectures: test; classes: analysis and evaluation of selected distribution system (distribution channels and distribution logistics)

Course description

Distribution system, process and channel. Channel and intermediaries functions. Intermediaries classifications (in domestic and international marketing; consumer and industrial products). Wholeselling and retailing. Agents and distributors. Distribution channel design. Market analysis and distribution management. Distribution channel management. Managerial accounting in distribution. Cooperation and conflicts in distribution channels. Vertical and horizontal integration in distribution channels. Physical distribution systems (design of distribution logistics). Product ordering, inventory management, transportation. Sales and distribution programmes.

Basic bibliography:

1. Kanały marketingowe, Stern L.W., El-Ansary A.I., Coughlan A.T., PWN S.A., Warszawa, 2002
2. Logistyka dystrybucji. Specyfika. Tendencje rozwojowe. Dobre praktyki, K. Rutkowski (red.), Wyd. SGH, Warszawa, 2005
3. Zarządzanie dystrybucją. Metody i mierniki oceny., Cyplik P., Fertsch M., Hadaś Ł., Wyd. Politechniki Poznańskiej, Poznań, 2011

Additional bibliography:

1. Logistyka dystrybucji. , K. Rutkowski, Wyd. Difin, Warszawa, 2001
2. Kanały dystrybucji. Kształtowanie relacji. , Z. Spyra, Wyd. PWE, Warszawa, 2006
3. Marketing przedsiębiorstw przemysłowych, Pr. zb. pod red. W.Mantury, Wyd. Politechniki Poznańskiej, Poznań, 2002 (rozdział: Sprzedaż i dystrybucja produktów)

Result of average student's workload

Activity	Time (working hours)
1. Lectures	10
2. Consultations	2
3. Test	1
4. Self education and preparation to the test	47

Student's workload

Source of workload	hours	ECTS
Total workload	60	3
Contact hours	12	1
Practical activities	10	1