POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Modern distribution methods [N2Log2-SPL>MWD]

Course

Field of study
Logistics

Year/Semester
2/3

Area of study (specialization)
Production-logistics Systems

Profile of study
general academic

Level of study
second-cycle

Course offered in
Polish

Form of study
part-time

Requirements
elective

Number of hours

Lecture
12

Laboratory classes
0

Other (e.g. online)
0

Tutorials
0

Projects/seminars
12

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

Student knows the basic division of logistics systems. Student is able to organize the process of renewing stock. Student can use the basic measures of customer service.

Course objective

The course aims to familiarize students with the theory of distribution channels, the analysis of structures and strategies on trade, defining nature of effective customer service. Students should acquire skills for the application logic of distribution channels in business operations.

Course-related learning outcomes

Knowledge:
1. Student is able to define the essential elements of distribution logistics [P7S_WG_03][P7S_WG_08]
2. Student is able to identify and formulate the basic relations between production, inventory, warehousing and transportation in the context of distribution logistics [P7S_WG_02][P7S_WK_04]
3. Student knows the historical development of distribution logistics and contemporary trends and tools in this area [P7S_WG_05] [P7S_WK_01]

Skills:
1. Student can design a process to analyze the efficiency of distribution logistics [P7S_UU_01]
2. Student is able to define the distribution problems as the essential elements of the logistics process [P7S_UW_04]
3. Student is able to using a spreadsheet to design simple algorithms necessary for the distribution [P7S_UK_01]

Social competences:
1. Student can design a process to analyze the efficiency of distribution logistics [P7S_UU_01]
2. Student is able to define the distribution problems as the essential elements of the logistics process [P7S_UW_04]
3. Student is able to using a spreadsheet to design simple algorithms necessary for the distribution [P7S_UK_01]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: On the basis of colloquium - written work on the issues discussed during the lecture. The test can be applied after obtaining the ratings of the project and the laboratory.
Project: on the basis of the quality of the project and answers to questions about the project.

Programme content

Wholesale and retail sales as a determinant of distribution channels, logistics management in goods distribution processes, designing distribution channels, methods used in distribution management.

Course topics

Lecture: The subject matter of the subject includes the following issues: the nature and structure of distribution channels, wholesale and retail, price formation in distribution channels, logistics management in the processes of distribution of goods, design of distribution channels, cooperation and conflicts in distribution channels, the latest methods used in distribution management.
Project: As part of the course, the student will make managerial decisions based on case studies.

Teaching methods

Lecture: conversational lecture, information lecture.
Project: computer simulation method, project method.
Self-employment: working with a book and internet.

Bibliography

Basic:
1. Śliwczyński B., Koliński A., Organizacja i monitorowanie procesów dystrybucji, Instytut Logistyki i Magazynowania, Poznań, 2013.
2. Cyplik P., Głowacka-Fertsch D., Fertsch M., Logistyka przedsiębiorstw dystrybucyjnych, WSL, Poznań, 2008.
3. Cyplik P., Hadaś Ł., Zarządzanie zapasami w łańcuchu dostaw, Wydawnictwo Politechniki Poznańskiej, Poznań, 2012.
4. Rutkowski K. (red.), Logistyka dystrybucji - specyfika, tendencje rozwojowe, dobre praktyki, Oficyna Wydawnicza Szkoła Główna Handlowa, Warszawa, 2005.
5. Cyplik P., An application f spare supplies management for warehouse supplies optimization using classical methods - case study, Logforum 1.3, 2005.
6. Domański R., Hadaś Ł., Kształtowanie systemu logistycznej obsługi klieneta w warunakach realizacji strategii omnichannel, Gospodarka Materiałowa i Logistyka, 07/2017, https://www.pwe.com.pl/files/1402371585/file/gmil_7_2017_nr_int.pdf

Additional:
1. Wojciechowski T., Dystrybucja i logistyka na rynku towarowym, Wyższa Szkoła Zarządzania i Marketingu, Sochaczew, 2010.
2. Coyle J.J., Bardi E.I., Langley J. Jr., Zarządzanie logistyczne, PWE, Warszawa, 2002.

3. Adamczak M., Cyplik P., Kovačič Lukman R., Fošner M. (red.), Planowanie Łańcucha Dostaw, (Wydanie Online) - https://wsl.com.pl/pl/wydawnictwo-wsl, Poznań, 2020.
4. Domański R., How to measure omnichannel? Marketing indicator-based approach - Theory fundamentals, LogForum 17 (3) 2021, https://www.logforum.net/pdf/17_3_5_21.pdf

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	24	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	51	2,00

3. Adamczak M., Cyplik P., Kovačič Lukman R., Fošner M. (red.), Planowanie Łańcucha Dostaw, (Wydanie Online) - https://wsl.com.pl/pl/wydawnictwo-wsl, Poznań, 2020.
4. Domański R., How to measure omnichannel? Marketing indicator-based approach - Theory fundamentals, LogForum 17 (3) 2021, https://www.logforum.net/pdf/17_3_5_21.pdf