# COURSE DESCRIPTION CARD - SYLLABUS

Course name
Modern distribution methods [S2Log2-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
full-time

Requirements
elective

## Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
0

Projects/seminars
30

## 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 aim of the course is to familiarize students with the theory of distribution channels, analysis of structures and strategies in trade, and determining the essence of effective customer service. The student should acquire skills to use distribution channels in the activities of business entities. The student should be able to use available methods and tools in this area.

## 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: Based on written work or oral examination on the issues discussed during the lecture.
Project: On the basis of the quality of the project and answers to questions about the project.

## Programme content

The essence and structure of distribution channels. Management of goods distribution processes. Methods and tools for designing distribution channels. Identification and resolution of conflicts in distribution channels.

## 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 klienta w warunkach 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 | 45 | 2,00 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 30 | 1,00 |