



Fundusze Europejskie
dla Rozwoju Społecznego

Dofinansowane przez
Unię Europejską



International University of Logistics and Transport in Wrocław

Leading Item	Commercial and distribution networks				
Module	IN	ECTS points	4	Item code	L/2024/SPS/S/P - L/2024/SPS/N/P

Direction	Specialty	Academic year
LOGISTICS	Trade and distribution logistics	updated syllabus
Term	IV	Year of study
		II

Form of studies	Stationary				Part-time			
Form of classes	Lecture	Exercises	Laboratories	Design	Lecture	Exercises	Laboratories	Design
Number of hours	20	10		10	12	9		9
TOGETHER	40				39			

Objective of the course	The aim of the course entitled Retail and Distribution Networks is to provide students with theoretical and practical knowledge in the field of distribution channel operation, retail chain management, pricing and marketing strategies, and distribution logistics,
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Minimum knowledge required from the student before starting classes	
Basics of logistics and supply chain management	Elements of trade and sales network organization
Basics of economics and management	Ability to analyze data and work with documentation

Recommended literature to study before starting classes	
N/A	

SUBJECT LEARNING OUTCOMES		KEU	EVALUATION METHODS		
KNOWLEDGE	W01	Has basic knowledge of economics and the market, knows the mechanisms of how the economy functions and understands the impact of	K1_W01_L P	MO4	Written exam in the form of open tasks
	W02	Possesses knowledge of logistics and distribution, covering economic, organizational and service aspects, including the efficiency of logistics	K1_W04_L P	MO4	Written exam in the form of open tasks
	W03	Possesses knowledge of the functioning of distribution channels, the structure of retail chains, pricing and marketing strategies, logistics	K1_W10_L P	MO4	Written exam in the form of open tasks
SKILLS	U01	Is able to analyze and interpret distribution processes and market phenomena in the enterprise and its environment, forecasting the effects	K1_U04_L P	M08	Written test in the form of open tasks
	U02	Is able to identify the causes and course of processes related to distribution channels, retail chain management and pricing strategies, as	K1_U03_L P	M08	Written test in the form of open tasks
	U03	Is able to obtain data on the market and distribution channels, analyze	K1_U05_L P	MO10	Passing the project
SOCIAL COMPETENCES	K01	Is ready to make decisions and take actions in the area of trade and distribution and to initiate and organize projects related to the	K1_K03_L P	MO15	Assessment of activity during classes

Subject content	Lecture	Product distribution, Structure and management of distribution channels, Intermediaries in distribution channels, Pricing and distribution strategies, Retail chains in Poland, Marketing strategies and merchandising of retail chains,
	Exercises	Product distribution, Structure and management of distribution channels, Distribution channel intermediaries, Pricing and distribution strategies, Retail chains in Poland, Marketing strategies and merchandising of retail chains, Logistics
	Projects	Distribution network design for a selected consumer product, Evaluation of the development strategy in a selected retail chain, - other relevant to the scope of the subject entitled Retail and distribution networks

Teaching methods	MO4	Written exam in the form of open tasks
	MO6	Written test in the form of a closed, single-choice test
	MO10	Project Completion
	MO15	Assessment of activity during classes

Compulsory literature	1	Caracausi A., Jeggle C., 2014: Commercial Networks and European Cities, Pickering & Chatto, London.
	2	Song G., Perego A., 2015: Distribution network design: a literature review and a research agenda, International Journal

Additional literature	1	Barczak B., 2023: Typology of business network models: a proposal based on a systematic literature review, Zeszyty Naukowe. Organizacja i Zarządzanie / Politechnika Śląska z.170, Katowice.
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Conditions for passing the course	
The requirement for passing the Retail and Distribution Networks course is passing the tutorials and the project, which will be followed by taking a written exam. Passing the tutorials is also a requirement for passing the tests – both the written and the project-based tests. The final grade is composed	