



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Modern distribution methods

Course

Field of study

Logistics

Area of study (specialization)

Supply Chain Logistics

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

14

Tutorials

Laboratory classes

Projects/seminars

14

Other (e.g. online)

Number of credit points

5

Lecturers

Responsible for the course/lecturer:

Ph.D., D.Sc., Eng. Piotr Cyplik, University
Professor

Mail to: piotr.cyplik@put.poznan.pl

Phone: 61 665 34 01

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

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. The student is prepared to help and cooperate in the project group [P7S_KR_01].
2. Student is responsible for the identification and resolution of the dilemmas od distribution process [P7S_KR_01].
3. The student is determined to think in an entrepreneurial way of distribution logistics [P7S_KR_01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

For the project: on the basis of (1) the quality of the project (2) answers to questions about the project.
For the lecture: on the basis of colloquium - written work on the issues discussed during the lecture. The exam can be applied after obtaining the ratings of the project and the laboratory. The exam is passed, after giving the correct answers to most questions

Programme content

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. As part of the course, the student will make managerial decisions based on case studies.

Teaching methods

Didactic methods

In lectures: conversational lecture, information lecture

In project: computer simulation method, project method

In the field of 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. 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. 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	125	5,0
Classes requiring direct contact with the teacher	28	1,0
Student's own work (literature studies, preparation for exam, project preparation) ¹	97	4,0

¹ delete or add other activities as appropriate