



APPLIES TO ACADEMIC YEAR 2011/2012

GRA 6718 Distribution and Logistics Service Providers

Programme

Master of Science in Business and Economics, Specialization Course

Responsible for the course

Marianne Jahre

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Any company is linked to other organisations, whether it is suppliers, customers, logistics service providers, or other intermediaries. The performance of the individual firm is dependent on the strength and weaknesses of its partners in the supply chain. Such distribution arrangements are developing in a global context which needs to take the environment into consideration. This development has had a significant impact on shippers and logistics service providers as well as on other participants in the distribution network. In this course strategic issues and challenges linked to the outbound part of logistics, i.e. distribution will be addressed.

Learning outcome

Acquired knowledge

To understand the complexity that distribution in its new context represent and the implications for distribution strategies.

To understand and appreciate the vast tactical and strategic decisions logisticians have to consider when trying to navigate *in* logistics network consisting of a myriad of actors all trying to win the customers lust and all trying to deliver leading edge services that are sustainable in the long run.

To gain knowledge about analytical methods and tools, and their practical usage when analysing and solving comprehensive real life problems facing managers

Acquired skills

To be able to explain how complex issues can be broken down into concrete tactical and strategic decision options

To be confident enough to approach logistics issues in a creative and solution oriented way

To be able to communicate verbally and in writing how current theoretical perspectives in the field is applicable to logistics professionals

Reflections

To understand the implication distribution in its new context has on future distribution choices

To be experience first hand how real life logistics problems can be tackled using an array of perspectives, tools and creative solutions

Prerequisites

Bachelor degree qualifying for admission to the MSc Programme. A basic logistics course is recommended

Compulsory reading

Books:

Coyle, John J. ... [et al.]. 2011. Management of transportation. 7th ed. South-Western Cengage Learning

Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Course outline

Major topics to be covered include:

The role of transport in the economy and global trade

Transport modes

Third party logistics from shipper and carrier perspectives

Costing and pricing Information Management and Technology

Distribution arrangements

Environmental considerations in distribution and transport

Computer-based tools

Microsoft Excel/It's learning

Learning process and workload

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.

Learning through a mix of theoretical readings and other material, group assignments and presentations, and class interaction and contribution. The workload is moderate but the final grade reflects the work the students have put into the different parts of the course. Students are required to actively participate in case presentations and discussions.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

Examination

Your course grade will be based on the following activities and weights:

Group evaluation one case 30%

Hand-in, presentation and class discussion of the cases

Each group is expected to present their case in 15 min. After every group has presented the class will collectively discuss the alternatives and participate in joint reflections. The final grade for each is then a combination of the hand-in and group presentation in class.

Reasonable length of case is maximum 10 type-written pages on paper size A4, with line spacing of 1 ½ lines (exclusive appendix). Recommended layout is 5 cm left margin, 1 cm right margin, 2 cm at the top of the page and 3 cm at the bottom. All pages must be numbered. An abstract should be provided as well as a table of contents directly following the front page.

Term paper 70%

The theme of the term paper is 'Distribution in its new context – specialisation, globalisation and environmental considerations'. Choose on or more of these three themes and discuss implications for distribution strategies and structures for a specific logistics service provider and/or market segment (including actors, resources and activities involved).

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course. You will find detailed information about the point system and the cut off points with reference to the letter grades on the course site in It's learning.

Examination code(s)

GRA 67181 accounts for 100% of the final grade in GRA 6718

Examination support materials

N.A. Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

It is only possible to retake an examination when the course is next taught.
The assessment in some courses is based on more than one exam code.
Where this is the case, you may retake only the assessed components of one of these exam codes.
Where this is not the case, all of the assessed components of the course must be retaken.
All retaken examinations will incur an additional fee.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.