

## MODULE DESCRIPTOR

<b>TITLE</b>	Global Distribution
<b>SI MODULE CODE</b>	25-7810-00S
<b>CREDITS</b>	15
<b>LEVEL</b>	7
<b>JACS CODE</b>	N120
<b>SUBJECT GROUP</b>	SG-44010 - International Business and Business Economics
<b>DEPARTMENT</b>	Management
<b>MODULE LEADER</b>	Natalie Wilmot

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
<b>36</b>		<b>114</b>	<b>150</b>

### **MODULE AIM**

This module aims to provide students with knowledge of how to distribute products to foreign markets. International business managers are faced with difficult decisions on the most appropriate modes of entry across a number of markets; combining this with operations management decisions, procurement and logistical factors means managers of the future must clearly understand how global distribution needs to be integrated within global supply chain decision making. This module will cover such issues as global distribution strategies as part of a global supply chain strategy, structure of international distribution networks and export operations.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Critically evaluate consumption trends in global market and features of distribution channels in major markets
2. Develop and justify distribution strategies within a range of industry and organisational contexts
3. Design and critique global distribution networks for specific scenarios
4. Process and evaluate data relevant to global distribution to inform strategy and operations i.e. costing in export
5. Formulate distribution activities at operational level e.g develop a sale or agent contract, contract negotiation, etc and evaluate these in terms of efficiency, effectiveness and appropriateness
6. Develop personal and professional skills to work with partners from different cultures

### **INDICATIVE CONTENT**

- Global trends in consumption and distribution
- Distribution channels in major markets.
- Global market entry modes
- Costing in global distribution
- Global distribution network design
- Managing global distribution channels

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways:

This is a taught module and students will have twelve two and a half hour workshops. The teaching and learning strategy will be a combination of tutor input and student activity. The tutor will introduce concepts, theories and frameworks relevant to understanding the essentials of supply chain management surrounding global distribution. The students will apply these theories to analyse real life situations. This will be done through case studies, both written and video, class discussions and mini presentations. Current case material across a range of sectors and geographical markets will be used to explore the concept of global distribution. Experience and expertise of the students will be discussed throughout the module, fully exploring what they feel the competencies of the successful manager in global supply chain should be. The practical requirements for developing global distribution strategies will be fully explored, again pulling on the experience within the group as well as industry specialists. Wherever possible, external speakers will be included, providing insight into their experiences and offering guidance and advice where applicable. Activity based learning is the fundamental approach adopted in the module.

Students are required to use a variety of learning materials such as relevant journal articles, suggested further reading, and relevant videos and podcasts that will not be covered in the seminars but will be available through SHU online-database (the SHU Library Gateway) and on the blackboard site to the module.

Additional features of learning sessions are:

- small group presentations (un-assessed), where groups present their approach to a particular topic
- games and simulation to represent real life scenarios around developing ideas and bringing these to international markets;

## **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Individual Portfolio	CW	100	5000-6000 words	N

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

Learners will be provided with verbal feedback on class activities. Tutors will provide learners with oral feedbacks on their work in progress in the seminar when they present their work in group. Written feedback will be provided for the assessed portfolio. The written feedback will comment on how well the assessment criteria and learning outcomes have been met and will use a specially designed proforma. Learners will be able to clarify any outstanding issues after assignment one individually with the module tutor.

### **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

Krajewski et al (2010) Operations Management Process and Supply Chains, Pearson
John Mangan, Chandra Lalwani, Tim Butcher (2008) Global Logistics and Supply Chain Management, John Willey & Sons Ltd.
C. Donald J. Waters, Donald Waters (2007) Global Logistics: New Directions in Supply Chain Management, 5 <sup>th</sup> edition Kogan Page Ltd
John T. Mentzer, Matthew B. Myers, Theodore P. Stank (2007) Handbook of Global Supply Chain Management, Sage Publication,

International bodies engaged with Supply Chain Management using LinkedIn sites.

A Blackboard site will be designed for the module and will include seminar preparation activities, key journal readings, and multimedia resources e.g. those produced by the UK government.

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	30/09/2013

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	30/09/2013	20/12/2013
Course Intake 2	27/01/2014	11/05/2014
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	Y
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

#### FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
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#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance notes.	