

SYLLABUS

I. IDENTIFICACION

Degree Course: Business Administration		
Department: Administração Empresarial - DAE		
Course: Sustainable Supply Chain and Globalization of the Retail Industry	Code:	
Working Hours: 72 hours/class – 6 ECTS	Academic year: 2019/2	Phase: Elective class
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II. SUMMARY

Business Logistics. Supply Chain Management. Green Supply Chain. Distribution Channels. Retailing. Types of Retailers. Multi-channels Retailing. Market strategy and Customer Management. Retail Supply Chain Management.

III. GOALS AND OBJECTIVES

The course is designed to provide the students with a comprehensive view of how the Supply chain works in all fields of business activities and to use their concepts to create value in organizations. Therefore, The course module takes a strategic approach to the retail industry. The student will have the opportunity to know and discuss the various formats of retail, distribution structures (multi-channel) and delivery models used by traditional and digital retailers. In addition, the management of customers and the role of final consumers in affecting the distribution channel will be discussed. All content is intertwined within a holistic perspective of supply chain management and sustainability.

IV. DIDACTIC PROGRAM

- 1. Business Logistics**
 - 1.1 Origin and logistics' history;
 - 1.2 Business Logistics;
 - 1.3 Key and support activities;
 - 1.4 Logistics flows
 - 1.5 Study case – “Zara”.
- 2. Supply Chain Management**
 - 2.1 Definition;
 - 2.2 Difference between supply chain and logistics;
 - 2.3 Objectives and performance factors;
 - 2.4 Supply chain model;
 - 2.5 Supply Chain Operations Management;
 - 2.6 Study case – “Li&Fung” and “Iphone supply chain”
- 3. Distribution Channels**
 - 4.1 Basics Concepts of Distribution;
 - 4.2 Distribution Channels Types and Structures;
 - 4.3 Channels Selection;
 - 4.4 Structuring Distribution Channels;
 - 4.5 Delivery Modes;
 - 4.3 Study case - “Bom Frio” Company
- 4. Retailing Management**

- 5.1 Principles of retailing and e-commerce;
- 5.2 Types of retailers;
- 5.3 Multi-Channel retailing;
- 5.4 Retailing market strategy;
- 5,5 Customer management;
- 5.6 Location analysis and planning;
- 5.7 Logistics fulfillment;
- 5.8 Sustainability.

V. LEARNING METHODOLOGY

The exhibition of the content will occur through activities that facilitate and encourage the learning. Search will be constant interaction with students. Proposed activities:

- Analysis and interpretation of texts and articles;
- Lectures;
- Case studies;
- Presentations.

IV. ASSESSMENT SYSTEM

The assessment of students will occur through the integration of:

- Frequency classes;
- Participation in class;
- Resolution of case studies;
- Quizzes;
- Presentations.

V. BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

BOWERSOX, Donald; Closs, David; Cooper, M. Bixby. **Supply Chain Logistics Management**. McGraw-Hill/Irwin, ISBN-10: 9780073377872, ISBN-13: 978-0073377872;

MANGAN, John; Butcher, Tim; Lalwani, Chandra. **Global Logistics and Supply Chain Management**. Wiley, ISBN-10: 0470066342, ISBN-13: 978-0470066348;

LEVY, M., Weitz, B., and Grewal, D. (2014), **Retailing Management**. 9th edition (International Edition). McGraw-Hill Higher Education USA, ISBN: 9781259060663.

CHOPRA, Sunil; MEINNDL, Peter. **Supply Chain Management: Strategy, Planning and Operation**. (2001). 1st edition. Prentice-Hall, New Jersey, ISBN 0-13-026465-2.

SUPPLEMENTARY BIBLIOGRAPHY

BALLOU, Ronald H. **Business Logistics Management: Planning, Organizing and Controlling The Supply Chain**. 4th ed. New Jersey: Prentice Hall, 1999;

BRANDIMARTE, Paolo; Zotteri, Giulio. **Introduction to Distribution Logistics (Statistics in Practice)**. Wiley-Interscience, ISBN-10: 0471750441, ISBN-

13: 978-0471750444

TANIGUCHI, Eiichi; Thompson, Russell G; Yamada, Tadashi. **City Logistics: Network Modelling and Intelligent Transport System**. Emerald Group Publishing Limited, ISBN-10: 0080439039, ISBN-13: 978-0080439037;

WATERS, Donald. **Supply Chain Risk Management: Vulnerability and Resilience in Logistics**. Kogan Page, ISBN-10: 9780749448547, ISBN-13: 978-0749448547.