



YAŞAR UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
INTERNATIONAL LOGISTICS MANAGEMENT
COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
Retail Management and Retail Logistics	LOGI 313	5	3	0	3	5
Course Type						
1. Compulsory Courses						
1.1. Programme Compulsory Courses						
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						
3. Prerequisites Courses						
3.1. Compulsory Prerequisites Courses						
3.2. Elective Prerequisites Courses						

Language of Instruction	English
Level of Course	Undergraduate (First Cycle)
Prerequisites Course(s) (compulsory)	N/A
Special Pre-Conditions of the Course (recommended)	N/A

Course Coordinator		Mail:
Course Instructor(s)	Gülmüş Börühan	Mail: gulumus.boruhan@yasar.edu.tr
Course Assistant(s)/Tutor (s)		
Aim(s) of the Course	This course is designed to give an overview of the interaction and interdependence of marketing logistics and retail marketing management. Understanding the principles of retailing, types of retailers, multichannel retailers, concept in retail logistics and supply chain management, non-food, food logistics and emerging issues in retail logistics.	
Learning Outcomes of the Course	1. Defining the basic concepts of retail management 2. Identifying the main types of retailers 3. Explaining multi-channel retailing 4. Evaluating Retail Logistics and Relationships in the Supply Chain, 6. Appraising the contemporary issues in retail management and retail logistics 7. Combining their theoretical knowledge with practical knowledge.	

Course Content	Retail Management and Retail Logistics is a main course in logistics education that provides students knowledge about the basics of retail management, retail logistics, contemporary issues in retail management and retail logistics and global challenges of retail logistics. Apart from these, the cases and topics associated to retail management and retail logistics will also be examined.
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COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory, practice, assignment etc)
1	Introduction to Retailing	Study the retail management concept	Theory and real-life business cases
2	Types of Retailers	Study the main retailers types	Theory and real-life business cases
3	Multichannel Retailing	Study the multichannel retailing	Theory real-life business cases
4	Retail Logistics	Study retail logistics and case study	Theory and real-life business cases
5	Relationships in the Supply chain	Study the relationships in the supply chains in terms of retail logistics	Theory and real-life business cases
6	The internationalization of the retail supply chain	Study the global challenges of retail supply chains	Theory and real-life business cases
7	Mid-Term Exam		Exam
8	Fashion Logistics and Quick Response	Study Fashion Logistics and the role of Quick Response:Case Study	Theory and real-life business cases
9	Agile merchandizing in the European textile fashion industry	Study Agile merchandizing in the European textile and evaluating fashion industry	Theory and real-life business cases
10	Tesco's supply chain management	Case Study:Tesco and Tesco's supply chain management	Theory and real-life business cases
11	Temperature controlled supply chains	Study temperature controlled supply chains	Theory and real-life business cases
12	The development of e-tail logistics	Study the development of e-tail logistics	Theory and real-life business cases
13	Information Systems and Supply Chain Management	Study Information Systems and Supply Chain Management	Theory and real-life business cases
14	The greening of retail logistics	Study the role of greening of retail logistics	Theory and real-life business cases
15	Final Exam		Exam

Required Course Material (s) /Reading(s)/Text Book (s)	Fernie, J. and Sparks, L. (2009). Logistics and Retail Management: Emerging issues and new challenges in the retail supply chain.(3rd.ed.). Kogan Page.
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ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	30
Attendance	1	10
Quiz	-	-
Assignment (s)	-	-
Project	-	-
Laboratory	-	-
Field Studies (Technical Visits)		
Presentation/ Seminar	1	20
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	-
Other (Placement/Internship etc.)		
TOTAL		60
Contribution of Semester Activities/Studies to the Final Grade		60
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade		40
TOTAL		100

ECTS /STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	Week	2	28
Assignment (s)	-	Number	-	-
Presentation/ Seminars	1	Number	15	15
Quiz and Preparation for the Quiz	-	Number	-	-
Mid- Term(s)	1	Number	15	15
Project (s)	-	Number	-	-
Field Studies (Technical Visits, Investigate Visit etc.)	-	Number	-	-
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	Number	-	-
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	15	15
Other (Placement/Internship etc.)		Number		
Total Workload				115
Total Workload/ 25				4,6
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)
<p>Students must have the course book.</p> <p>Students must attend at least 70% of the course timetable during the term.</p> <p>Students are expected to be prompt at all times and to participate in all learning activities during class sessions.</p> <p>It is expected that all special assignments such as term papers, projects, or research papers to be completed on the scheduled dates.</p> <p>The project must be submitted in a hard copy. E-mails are not accepted.</p> <p>Talking in the class is not tolerated.</p> <p>Students are expected to be honest and ethical in all exams and assignments. Students who engage in dishonesty are subject to disciplinary penalties.</p>

ASSESSMENT and EVALUATION METHODS:	
Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation	
PREPARED BY	Gülmüş BÖRÜHAN
UPDATED	05/05/2015
APPROVED	