

Vocational School of Social Sciences / Foreign Trade

2024 - 2025 Academic Year

LOGISTICS and RETAIL MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
LOGISTICS and RETAIL MANAGEMENT	D5T1232720	Spring Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Masoud SHEIKHI				
Name of Lecturer(s)	Lect. Mehmet Ramazan ERGENE				
Assistant(s)					
Aim	Comprehending basic concepts of logistics and retail activities, acquiring skills in supply chain management and retailing concepts, internal and external factors that affect purchasing behavior and purchasing decisions of consumers				
Course Content	This course contains; Logistics concept, Factors affecting logistics, Logistics functions and dynamics, Beer Game (SCM game from MIT), External resource usage in logistics, Main cost items in logistics, Storage and location selection, Storage and location selection, Introduction to retailing, Types of retailers, Multi channel retailing, Consumer behaviour and retailing, Strategic planning in retailing, IT in retailing and supply chain management.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to explain the basic concepts of logistics.			10, 16, 9	A	
1.1. Define the basic concepts of retail management.					
1.2. Define logistics distribution channels					
2. Will be able to explain logistics actors.			10, 16, 9	A	
2.1. Define the main actors in retailing.					
2.2. Define the factors that are effective in determining the location of the organization.					
3. Will be able to comprehend the role of retail logistics in the supply chain.			10, 16, 9	A	
3.1. Define the basic modes of logistics.					
3.2. Define procurement methods.					
4. Will be able to explain the importance of storage and location selection in retailing.			10, 16	A	
4.1. Explain the value of warehousing and warehouse management.					
4.2. Define logistics management and its stages.					
5. Will be able to link logistics and retailing activities.			10, 16, 9	A	
5.1. Explain stock management, cost and control.					
5.2. Define the strategic marketing and purchasing method in retailing.					
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Logistics concept				
2	Factors affecting logistics				
3	Logistics functions and dynamics				
4	Beer Game (SCM game from MIT)				
5	External resource usage in logistics				
6	Main cost items in logistics				
7	Storage and location selection				
8	Storage and location selection				
9	Introduction to retailing				
10	Types of retailers				
11	Multi channel retailing				
12	Consumer behaviour and retailing				
13	Strategic planning in retailing				
14	IT in retailing and supply chain management				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Logistics and Supply Chain Management (2021), Prof. Dr. Ramazan ERTURGUT, Nobel Publishing House Ferne, J. and Sparks, L. (2009). Logistics and Retail Management: Emerging issues and new challenges in the retail supply chain.(3rd.ed.). Murat Erdal, Metin Çancı, Lojistik Yönetimi, 3. Baskı, UTİKAD Yayını, İstanbul, 2008