

# EM1F5M71

## Program

**PGE**  
PGE 3A - International and European Business (IEB)

## UE

International sales and distribution

## Semester

B

## Discipline

Marketing

## Contact hours

24 H

## Number of spots

45

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Delphine THEURELLE-STEIN	<a href="mailto:delphine.theurrelle-stein@em-strasbourg.eu">delphine.theurrelle-stein@em-strasbourg.eu</a>	24 h

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## Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

**LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.**

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

Students will analyze business organizations and problems in a multicultural and international environment

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## Description

Retailing: This course is meant as an introduction to the world of retailing. It discusses issues involved in implementing retail strategies and running retail businesses. The course combines lectures and presentations to offer the future managers the understanding of the theory as well as useful tools for his practice.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises
- Oral presentations
- Projects

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** issues involved in implementing retail strategies and running retail businesses.
  - - (level 3) **Demonstrate** the theory as well as useful tools for retailing management.
  - - (level 3) **Apply** appropriate tools to analyze the distribution process
  - - (level 3) **Allocate** resources in order to meet sales targets
  - - (level 6) **Evaluate** retail performance
  - - (level 6) **formulate** managerial recommendations
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### Affective domain

Upon completion of this course, students should be able to

- - (level 2) **cooperate** to achieve team projects
  - - (level 3) **defend** one's point of view
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## Outline

1. What is retailing ?
  2. Retailing strategy
  3. Merchandising management
  4. Store management
  5. People management
  6. Retailing KPI's
  7. The future of retailing
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## No prerequisite has been provided

### Knowledge in / Key concepts to master

key concepts in marketing, sales, and logistics

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Newspaper articles

### Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments
- Coaching/mentoring

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

Retailing:

- Nienmeier, S., Zocchi, A. & Catena, M. (2015), Reshaping Retail, Wiley.
- Lewis, R. & Dart, M. (2010), The New Rules of Retail, competing in the world's toughest market place, St Martin's Press.
- Tanner, J., Honeycutt, E. & Erffmeyer, R. (2009), Sales management, Pearson.

Logistics retailing

- Fernie J. & Sparks L. (2009), Logistics and retail management - Emerging issues and new challenges in the retail supply chain, Kogan Page.

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Additional literature

**No reading material has been provided.**

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### EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

**No reading material has been provided.**

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) :

Oral (1 Min.) / Group / English / Weight : 50 %

**Details :** Retailing module final assessment: oral presentation in small groups

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.3, L03.1**

**Final evaluation** Last class

Written (60 Min.) / Group / English / Weight : 50 %

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3, L04.2**