

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
PM550	Distribution Strategies and Supply Chain Implementations	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	The objective of this course is to present the mostly advanced distribution strategies in both theory and practice. The additional objective of this course is to study cases on the special topics of supply chain management.
Content	<p>Week 1. General terminology and introduction to course material</p> <p>Week 2. Transaction costs in distribution channels.</p> <p>Week 3. Reverse channel design.</p> <p>Week 4. Closed-Loop chain models.</p> <p>Week 5. Exclusivity agreements on supplier's control.</p> <p>Week 6. Optimal contract design.</p> <p>Week 7. Improving SCM performance through auditing.</p> <p>Week 8. Teleological approaches in SCM.</p> <p>Week 9. Distribution network and the role of information.</p> <p>Week 10. Balance score card in distribution channels.</p> <p>Week 11. Coordination mechanism for distribution systems.</p> <p>Week 12. Channel separation in SCM</p> <p>Week 13. Shipper-Carrier integration.</p> <p>Week 14. LIS theory in SCM and one-stop-service in SCM.</p>
References	<p>Introduction to Logistics Management, Bowersox, 2000</p> <p>Professor notes and articles</p>

Theory Topics

Week	Weekly Contents
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