**Course Title: C.1.4.2 Logistics Plan**

# Abstract:

This is the second chapter of the module business plan for internationalisation. The lectures include: The Logistics Plan, where in the theoretical framework of the 4 Ps of marketing the last P represents place; which includes distribution, transportation, and inventory. The students also practice calculating the EOQ and reorder point and study different Internet sources to find information about potential suppliers.

**Learning Objectives:**

* Learning Objective 1: The student can define the basic concepts of logistics (transportation and inventory) and understand the influence of logistics on a company’s other functions
* Learning Objective 2: The student’s train their practical skills related to looking for suppliers from different sources and thinking about the logistical challenges with the chosen suppliers.

# Assessment Method

Logistics Assignment

# Comment

Blue font is for interactive exercises and orange for self-study.

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| Session # | Session Content | Method(s) | Learning Objectives of Session | Material | Time (mins.) | Comments |
| 1 | **Logistics Plan** | **65** |  |
| Introduction to session: Learning objectives of this session. What is logistics? What is its role when thinking of the elements of marketing mix for international companies? | Lecture | Students understand what logistics entails | PPT presentation Slides 2-4 | 5  | (Orientation phase) |
| Transportation modes and inventory | Lecture | The student can define the basic concepts of logistics (transportation and inventory) and understand the influence of logistics on the company’s other functions | PPT presentation (Slides 5-13) | 25 | More information on carbon emission of transportation options: http://lowcarbonfreight.eu/ |
| Short assignments | Exercise | The students train their practical skills related to looking for suppliers from different sources and thinking about the logistical challenges with the chosen suppliers | PPT presentation (Slides 14-16) | 20 | (Work and applying phase) |
| Inventory and market research | Lecture | Students understand the influence of logistics on the company’s other functions and can apply the methods for how much and when to order | PPT presentation (Slides 17-23) | 15 |  |
|  | Summary | Lecture |  | PPT presentation (Slides 24-25) |  |  |
| 2 | **Homework** |  | **180 self-study** |
| Assignments | Self-study | Students train their research and analytical skillsStudents apply the information they have studied to this assignment | Logistics Assignment | 120 | (Applying phase) |
| Required reading | Self-study |  | Waters, Donald & Rinsler, Stephen (2010). Global Logistics. Kogan Page Ltd, 7th edition, 1-11, 29-47. | 60 |  |