



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 300309 **Name:** Logistics and Commercial Distribution

Credits: 6,00 **ECTS Year:** 3 **Semester:** 2

Module: Marketing and Sales

Subject Matter: Logística e Internacionalización **Type:** Compulsory

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

303A	<u>David Servera Francés</u> (Responsible Lecturer)	david.servera@ucv.es
303B	<u>David Servera Francés</u> (Responsible Lecturer)	david.servera@ucv.es
305DA	<u>David Servera Francés</u> (Responsible Lecturer)	david.servera@ucv.es
30GI3	<u>David Servera Francés</u> (English Responsible Lecturer)	david.servera@ucv.es
30GI5	<u>David Servera Francés</u> (English Responsible Lecturer)	david.servera@ucv.es



Module organization

Marketing and Sales

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Herramientas de Marketing	18,00	Commercial Communication	6,00	3/2
		Customer Relationship Management	6,00	3, 4/1
		Marketing Plan	6,00	3/1
Logística e Internacionalización	12,00	Internationalisation of the Business	6,00	3/2
		Logistics and Commercial Distribution	6,00	3/2

Recommended knowledge

No



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Demostrar poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio. [RAB1]
- R2 Aplicar correctamente sus conocimientos a su trabajo o vocación de una forma profesional y ser capaz de elaborar y defender argumentos y resolver problemas dentro de su área de estudio. [RAB2]
- R3 Ser capaz de recopilar e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética. [RAB3]
- R4 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado tanto en español como en inglés. [RAB4]
- R5 Demostrar un alto grado de autonomía en el aprendizaje. [RAB5]
- R6 Elaborar respuestas teórico-prácticas basadas en la búsqueda sincera de la verdad plena y la integración de todas las dimensiones del ser humano ante las grandes cuestiones de la vida. [RAT1]
- R7 Aplicar los principios derivados del concepto de ecología integral en sus propuestas o acciones, sea cual sea el alcance y el área de conocimiento y los contextos en las que se planteen. [RAT2]
- R8 Respetar y poner en práctica los principios éticos y las propuestas de acción derivados de los objetivos para el desarrollo sostenible transfiriéndolos a toda actividad académica y profesional. [RAT3]
- R9 Ser capaz de utilizar las tecnologías de la información y la comunicación (TIC) para buscar, almacenar, procesar y presentar la información de forma segura y eficiente, así como para interactuar y colaborar con otros agentes en el ámbito académico y profesional. [RAG1]
- R10 Ser capaz de tomar decisiones de forma autónoma, responsable y razonada. [RAG2]
- R11 Ser capaz de generar y desarrollar nuevas ideas y soluciones originales e innovadoras para los problemas y retos que se plantean en su ámbito de estudio y en su entorno profesional, demostrando iniciativa, flexibilidad y espíritu crítico. [RAG3]



- R12 Demostrar la capacidad de emplear la indagación como fuente de aprendizaje. [RAG5]
- R13 Ser capaz de relacionarse y colaborar con otras personas de forma respetuosa, empática y asertiva, reconociendo y valorando las distintas disciplinas, la diversidad y la interculturalidad, y gestionando los conflictos que puedan surgir de forma constructiva. [RAG7]
- R14 Ser capaz de actuar con seguridad y autoestima en su ámbito de estudio y en su entorno profesional, asumiendo los retos y las responsabilidades que se le presentan, y tomando decisiones de forma autónoma y fundamentada. [RAG8]
- R15 Demostrar compromiso, responsabilidad y ética en su entorno académico y profesional, respetando los derechos humanos, principios democráticos, medio ambiente y legalidad, asumiendo las consecuencias de sus acciones y promoviendo la igualdad de oportunidades y accesibilidad entre hombres y mujeres. [RAG9]
- R16 Ser capaz de comprender la tecnología existente y las nuevas tecnologías que afectan al ámbito de la administración y dirección de empresas, así como de evaluar su impacto para la creación, el desarrollo y la competitividad de los nuevos o futuros mercados. [RAE4]
- R17 Ser capaz de integrarse y gestionar una empresa, organización, o área funcional. Entendiendo su posicionamiento competitivo e institucional en el mercado y en el entorno, e identificando sus fortalezas y debilidades, así como las amenazas y oportunidades que se le presentan, para mejorar su rendimiento y su sostenibilidad. [RAE6]



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC	Weighting			
	1	2	3	4
RAB5. Demonstrate a high degree of autonomy in learning.			X	
RAG5. Demonstrate the ability to use inquiry as a source of learning.			X	
RAG7. Be able to relate to and collaborate with others in a respectful, empathetic, and assertive manner, recognizing and valuing different disciplines, diversity, and interculturality, and managing conflicts that may arise constructively.			X	

GENERAL	Weighting			
	1	2	3	4
RAB2. Apply their knowledge correctly to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their field of study.				X
RAB3. Be able to gather and interpret relevant data (usually within their field of study) to make judgments that include reflections on relevant social, scientific, or ethical issues.				X
RAB4. Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences in both Spanish and English.		X		
RAE4. Be able to understand existing technology and new technologies that affect the field of business administration and management, as well as evaluate their impact on the creation, development, and competitiveness of new or future markets.		X		



RAE6. Be able to integrate and manage a company, organization, or functional area, understanding its competitive and institutional positioning in the market and environment, and identifying its strengths and weaknesses, as well as the threats and opportunities it faces, to improve its performance and sustainability.	X			
RAG1. Be able to use Information and Communication Technologies (ICT) to search, store, process, and present information securely and efficiently, as well as to interact and collaborate with other stakeholders in academic and professional settings.	X			
RAG2. Be able to make decisions autonomously, responsibly, and based on reason.		X		
RAG3. Be able to generate and develop new ideas and original, innovative solutions for the problems and challenges that arise in their field of study and professional environment, demonstrating initiative, flexibility, and critical thinking.				X
RAG8. Be able to act with confidence and self-esteem in their field of study and professional environment, taking on the challenges and responsibilities that arise, and making autonomous and informed decisions.	X			
RAG9. Demonstrate commitment, responsibility, and ethics in their academic and professional environment, respecting human rights, democratic principles, the environment, and legality, assuming the consequences of their actions, and promoting equal opportunities and accessibility between men and women.		X		
RAT1. Develop theoretical-practical responses based on the sincere pursuit of complete truth and the integration of all dimensions of the human being in the face of life's big questions.		X		
RAT2. Apply the principles derived from the concept of integral ecology in their proposals or actions, regardless of the scope, area of knowledge, or contexts in which they are proposed.		X		
RAT3. Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, transferring them to all academic and professional activities.				X

SPECIFIC

Weighting

1 2 3 4



RAB1. Demonstrate possession and understanding of knowledge in a field of study that builds upon general secondary education, typically reaching a level supported by advanced textbooks and including aspects that involve knowledge from the forefront of the field.

X



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1	15,00%	Objective Tests
R3, R4, R5, R7, R8, R10, R11, R12, R13, R14, R15, R16, R17	25,00%	Completion of Theoretical-Practical Activities
R15	10,00%	Class Attendance and Participation
R1, R2, R4, R6	50,00%	Final Exam
R15	5,00%	Participation in Synchronous Communication Activities
R2, R4, R5, R8, R9, R10, R14, R15	25,00%	Deliverable Activities
R1, R3	15,00%	Periodic Evaluations Through Online Questionnaires
R1	5,00%	Participation in Discussion Forums
R1, R2, R3, R5, R15	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

It is important to note that obtaining a minimum score of 5 out of 10 on the exam and vice versa is an essential requirement for taking the average between the exam and the continuous assessment. In the second sitting, students who fail the continuous assessment will have to take a practical exam in addition to the theoretical exam on the day of the final exam. This is to demonstrate that they have acquired the practical skills required for the subject. In these cases, the final grade for the second sitting will be the average of both exams (theory and practical). The requirement is to obtain a minimum score of 5 out of 10 on each exam to be able to take the average. In accordance with the General Regulations for the Assessment and Grading of Official Studies and UCV's Own Degrees, the single assessment is linked to the inability of students enrolled in a degree to attend. It is, therefore, an extraordinary and exceptional assessment system that may be opted for by those students who, with justification and accreditation, cannot submit to the continuous assessment



system, and who so request the professor in charge of the subject, who will expressly decide on the admission of the student's request for a single assessment and will inform him/her of the acceptance/denial. With regard to the subject of Logistics and Commercial Distribution, the minimum attendance percentage required will be 70%, and the single assessment, if granted, will be based on the completion of a more comprehensive exam (theoretical and practical) on the day of the official exam call, both in the 1st call and in the 2nd call. Since the student who opts for this system cannot attend class, he/she will not be able to do/submit any continuous assessment activity, since most of these are done in class. If the student does so, the student will fail the subject. The use of any type of AI is not permitted for practical exercises or assessment tests, unless otherwise indicated by the teacher in specific cases.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.



- M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M6, M7	R1, R2, R3, R5, R6, R8, R9, R10, R11, R13, R14, R15, R16	22,00	0,88
Practical Class M3, M9	R2, R3, R4, R5, R8, R9, R10, R11, R12, R13, R14, R15, R16, R17	15,00	0,60
Seminar M4	R15	5,00	0,20
Group Project Presentation M9	R1, R2	6,00	0,24
Tutoring M4	R1, R5	6,00	0,24
Evaluation M9, M10	R1, R4	6,00	0,24
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M10	R9, R15	30,00	1,20
Individual Work M9	R1, R2	60,00	2,40
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11	R2, R3, R12, R17	4,00	0,16
Synchronous Virtual Practical Session M12	R2, R3, R4, R9	4,00	0,16
Synchronous Virtual Seminar and Videoconference M11	R2, R3, R12, R17	4,00	0,16
In-person Assessment M17	R2	3,00	0,12
Group Work M19	R10, R13, R17	10,00	0,40
Individual Work M20	R1, R3, R4, R5	60,00	2,40
TOTAL		85,00	3,40

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M20	R11, R12, R13, R14, R15	50,00	2,00
Discussion Forums M15	R3, R5	5,00	0,20
Continuous Assessment Activities M16	R2	10,00	0,40
TOTAL		65,00	2,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Operation Management	Introduction to Operations Management
Logistics	Concept of logistics
Main logistics functions	Transport, warehousing, stocks, EDI, MRP, ...
Commercial Distribution and the Marketing Channel	Comercial Distribution and Marketing Channels concepts
Location and Assortment Decisions	Models about retail location
Merchandising and Category Management	Main concepts and strategies of Merchandising and Category Management



Temporary organization of learning:

Block of content	Number of sessions	Hours
Operation Management	5,00	10,00
Logistics	4,00	8,00
Main logistics functions	6,00	12,00
Commercial Distribution and the Marketing Channel	7,00	14,00
Location and Assortment Decisions	4,00	8,00
Merchandising and Category Management	4,00	8,00



References

CARREÑO, A. (2018). Cadena de suministro y logística. Fondo Editorial de la PUCP.

Marco Montes de Oca, J. A. (2023). *Logística 5.0: Tecnología y talento humano en la cadena de suministro*. Editorial Marge Books.

Cardona Arbeláez, D., et al. (2021). *Logística y cadena de suministro: Aproximaciones teórico-prácticas* (Edición digital). Editorial CECAR.

<https://cecar.edu.co/documentos/editorial/e-book/logistica-y-cadena-de-suministro-digital.pdf>

Andrés, A. (2020). *Logística comercial internacional* (2ª ed.).

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Soret Los Santos, I. (2015). *Logística y marketing para la distribución comercial*. ESIC Editorial.

BALLOU, R. (2004). Logística. Pearson Educación.

Casares Ripoll, F. J., Aranda García, E., Martín Cerdeño, V. J., & Casares Araúz de Robles, J. (2022). *Distribución comercial* (5ª ed.). Aranzadi.

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