



## 8406 – DISTRIBUTION NETWORKS AND INTERNATIONAL RETAILING

COURSE SCHEDULE A.Y. 2008-2009

Teacher: Prof. Sebastiano Alessio Delre

Date	Time	Room
Tuesday	10.30-12.00	C
Thursday	10.30-12.00	C

### Course Description and Objectives:

Objectives of the course:

- learn the main differences amongst distribution systems at an International level
- understand theoretical foundations and operational issues related to the management of distribution networks
- distinguish the main types of distributive contracts and agreements/arrangements
- evaluate the distribution network performance at an International level

Description of the course:

- Distribution choices and internationalization policies
- Distributive contracts and agreements
- Franchising and other affiliation contracts
- International distribution systems: a compared analysis
- Antecedents of cooperation in distributive relationships at an International level
- Some cases of internationalization in retailing: Carrefour and Walmart
- The control of distributive policies/choices at an International level

### Course Material:

*Attending students*

- Sternquist B. (2007). *International Retailing*, II Edition, Fairchild Publications, New York, NY, USA.
- Slides of the classes

*Non - Attending students*

- Sternquist B. (2007). *International Retailing*, II Edition, Fairchild Publications, New York, NY, USA.
- Blair R.D. and Lafontaine F. (2005). *The Economics of Franchising*, Cambridge University Press, New York, NY, USA. (Only for the students that do not do the assignment).

## Detailed Description of Assessment Methods

*Attending students:*

- Assignment (case study)
- Written exam (close and open questions + exercise on a case study)

<b>Date</b>	<b>Hour</b>	<b>Methods</b>
11-12-2008	h.10.30	<b>Delivery of the assignments</b>
15-1-2009	h 9.00	<b>Final Exam</b>

*Non - Attending students*

Written exam (close and open questions + exercise on a case study)

**BOCCONI**

<b>Date</b>	<b>Time</b>	<b>Topic</b>
Tuesday 16/09/2008	h.10.30-12.00	Presentation of the course. Introduction to retailing
Thursday 18/09/2008	h.10.30-12.00	The chain of value and the management of marketing channels
Tuesday 23/09/2008	h.10.30-12.00	Internationalization of retailing
Thursday 25/09/2008	h.10.30-12.00	The SIRE model
Tuesday 30/09/2008	h.10.30-12.00	International business environment: economic/financial issues
Thursday 02/10/2008	h.10.30-12.00	International business environment: political/legal issues
Tuesday 07/10/2008	h.10.30-12.00	International business environment: social/cultural issues
Thursday 09/10/2008	h.10.30-12.00	International consumer behavior
Tuesday 14/10/2008	h.10.30-12.00	Retailing in North America (USA)
Thursday 16/10/2008	h.10.30-12.00	Case study
Tuesday 21/10/2008	h.10.30-12.00	Retailing in Europe (the Netherlands, Germany and Italy)
Thursday 23/10/2008	h.10.30-12.00	Case study
Tuesday 28/10/2008	h.10.30-12.00	Retailing in Asia (Japan and India)
Tuesday 11/11/2008	h.10.30-12.00	Case study
Thursday 13/11/2008	h.10.30-12.00	Introduction to entry strategies
Tuesday 18/11/2008	h.10.30-12.00	Licensing and franchising

<b>Date</b>	<b>Time</b>	<b>Topic</b>
Thursday 20/11/2008	h.10.30-12.00	Joint ventures
Tuesday 25/11/2008	h.10.30-12.00	Wholly owned subsidiaries
Thursday 27/11/2008	h.10.30-12.00	Introduction to the assignment
Tuesday 02/12/2008	h.10.30-12.00	Case study
Thursday 04/12/2008	h.10.30-12.00	Case study
Tuesday 09/12/2008	h.10.30-12.00	Case study
Thursday 11/12/2008	h.10.30-12.00	Delivery of the assignment, presentations of the assignment and discussion
Tuesday 16/12/2008	h.10.30-12.00	Presentations of the assignment and discussion



**Office hours**

Office hours are available at (<http://www.uni-bocconi.it> > [Didattica](#) > [Orari Aule Calendari](#) > [Orario di Ricevimento Docenti](#)).

Office hours could vary: please check on the website.

**Segreteria Marketing**

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