DB-Distribution

Courses

DB 320. Distribution Management. 3 Hours.
Introduction to basic problems, concepts and management practices of
distribution firms and manufacturing relationships. History of types of
distributor organizations, functions and role of industrial distribution in the
economy.
Prerequisites: MK 303 [Min Grade: C] (Can be taken Concurrently)

DB 400. Analytics in Distribution. 3 Hours.
This course provides tools and approaches to measure the effectiveness
of distributor strategies and tactics and support data-driven decision-
making. A central theme of the course is "what to measure" and "how to
measure" with regard to customer-facing, supplier-facing, and internal
activities. The course also focuses on constructing and interpreting
performance "dashboards" that highlight the performance indicators most
relevant to a distributor.
Prerequisites: DB 320 [Min Grade: C] and QM 215 [Min Grade: C]

DB 410. Creative Solutions in Distribution. 3 Hours.
This course focuses on enhancing students’ abilities to use design
approaches and tools for identifying and implementing innovation and
growth opportunities in the channel of distribution for business–to–
business firms.
Prerequisites: DB 320 [Min Grade: C]

DB 430. Distribution Operations. 3 Hours.
The course emphasizes distribution operations decision making. There
are heavy emphases on profitability analysis, margin management,
pricing and price negotiations, and managing inventory investments.
Prerequisites: DB 320 [Min Grade: C] and AC 200 [Min Grade: C] and
AC 201 [Min Grade: C] and EC 210 [Min Grade: C] and EC 211 [Min
Grade: C] and QM 214 [Min Grade: C] and LS 246 [Min Grade: C] and
QM 215 [Min Grade: C] and (BUS 101 [Min Grade: C] or BUS 102 [Min
Grade: C]) and BUS 110 [Min Grade: C] and QM 214 [Min Grade: C]

DB 435. Distribution Policies and Quality Issues. 3 Hours.
The course examines issues involved in customer relationship strategy
and management in industrial and medical business markets. Topics
include channel strategy and management, B2B e-commerce strategy
and applications, strategic account management processes and systems,
customer profitability and lifetime value, multi-channel selling models,
negotiations and other operational strategies and technologies used by
distributors and manufacturers.
Prerequisites: DB 320 [Min Grade: C]

DB 495. Distribution Directed Studies Practicum. 3 Hours.
Issues in managing distributors, both as suppliers for and customers
of manufacturers and other businesses. Students work with host
distributor/manufacturer on current and future distribution problem areas.
Students develop an in-depth research analysis of the host distributor/
manufacturer.