

IDLCP Course Outlines

BUSN 10046 Business Fundamentals in Industrial Distribution

This course focuses on the core concepts of business processes and quality management as students explore the essentials and economics of the industrial distribution industry. They will study the operations environment and the evolution of the supply chain as it faces the forces of change. After taking this course, students will be able to:

Explain various distribution models and how distributors can organize for competitive advantage.

Understand general management concepts, including competitive strategy, the value and supply chains, and the congruence model.

Know how distributors add value through managing the differentials of distance, quantity and assortment.

Understand pricing for profitability and the impact of various pricing strategies.

Know how to read and interpret basic financial statements used in industrial distribution, including the balance sheet, income statement, cash flow statement, and statement of retained earnings.

Know how to interpret financial data and turn it into business intelligence.

Understand common sizing, ratio analysis, the DuPont Model, the difference between markup and margin, break-even and sensitivity analysis, and be able to calculate the weighted average cost of capital and its impact on the principle of economic value add.

Understand and apply a business process improvement methodology with a focus on ISO, TQM and Six Sigma.

Understand the importance of project management and apply a process for achieving superior project results.

Understand and explain the various economic and societal trends impacting industrial distribution now and into the future.

BUSN 10055 Operational Fundamentals in Industrial Distribution

This course focuses on helping students learn how to apply fundamental operational activities in the industrial distribution industry. Particular emphasis is placed on logistics, inventory management, sourcing and purchasing. Students will learn about operations and supply chain management, forecasting, value-based management and the important function of planning, for both sales and operations. After taking this course, students will be expected to be able to:

Understand the basics of logistics, warehousing and inventory.

Explain the advantages and disadvantages of various distribution models and their perceived value as seen upstream by manufacturers and downstream by customers.

Understand various operational processes including ordering, drop shipping, cross docking, warehousing and warehouse layout.

Know and apply the basics of inventory management, inventory classifications and inventory management systems.

Perform inventory turn calculations and describe the impact of the cost of carrying inventory, excess and obsolete inventory, sales trends affecting inventory and product substitutions.

Understand customer inventory programs including customer VMI, consignment and vending machines.

Understand manufacturer inventory programs including normal purchase program, blanket order release program and distributor VMI.

MRKT 10027 Marketing, Sales, Customer Relationship Management in Industrial Distribution

This course is designed to help students achieve success in industrial distribution by teaching effective strategies for marketing, inside and outside sales, as well as telesales, and how to develop and use data systems to improve profitability through customer relationship management. After taking this course, students will be expected to be able to:

Explain the value that industrial distribution adds to the supply chain and the processes that distributors use and the costs they incur to provide this value.

Explain why every industrial distributor should have a statement of competitive advantage and know what constitutes a good statement.

Segment customers using various criteria; create detailed customer profiles and identify ways of approaching and of promoting products and services to the different segments.

Calculate gross profit, gross margin, operating profit and the impact of discounting on margin and profit; apply various methods to protect margin; use activity based costing to determine the profitability of individual transactions and customers.

Explain the different roles played by outside sales, inside sales and telesales in industrial distribution; the different personality types associated with success in these roles; how these sales groups work together in team selling; and how to use the cost of sales calls to allocate accounts to these groups.

List the stages of the promotion and selling processes and apply various techniques to improve personal performance in the areas of planning, preparation, prospecting, approaching, fact-finding, quote preparation, presenting, effective communication and listening, handling objections and securing the sale, order follow-up and time and territory management.

Structure and deliver communications appropriate to a number of sales and workplace situations.

Specify appropriate metrics for performance standards related to customer service and use their company's quality management system to improve the level of service delivered.

Explain what CRM is; the information that should be found in a good CRM system; and how data mining can be used to increase sales and profitability.

BUSN 10054 Negotiations in Industrial Distribution

This course focuses on the concepts and practices related to negotiations in industrial distribution. It prepares students with the knowledge and tools that they need to improve performance in negotiation situations. After taking this course, students are expected to be able to:

Describe the importance of good communication, the phases of the communication process and the link between communications and negotiations.

Know and apply communications best practices with an emphasis on effective listening and overcoming barriers to communication.

Understand and apply the Five Stage Negotiation Model - analysis, planning, negotiating, closing, post negotiation.

Recognize the overall importance of planning in achieving communication and negotiation success.

Gain a better understanding of and describe the importance of understanding self and others.

Identify their personal style of negotiation and learn how to apply appropriate tactics to deal with others with different styles.

Describe the variables of ethics, values and culture and their impact on negotiations.

Describe different negotiation tactics and learn how to choose and apply balanced negotiations, deadlock, concessions and team negotiating in appropriate situations.

Describe why presentation effectiveness is important and apply the various presentation skills and tools studied in the course.

Learn how to differentiate themselves and their firms in a crowded and competitive marketplace through value added selling methods and persuasion tactics.

MGMT 10069 Leadership and Effective Communication in Industrial Distribution

This course provides students with an overview of leadership and communication in today's industrial distribution climate. It gives them an in-depth understanding of team building and the personal skills required to participate in and lead a team. It also provides students with an overview of corporate social responsibility and ethical leadership. After taking this course, students are expected to be able to:

Define leadership, describe the various stages in the development of today's contemporary leadership theory, and explain how the shift in focus has impacted on the role that leaders play.

Describe the differences between management and leadership and the relative importance of each to the firm. Know how great leadership builds congruence in the organization.

Gain personal insight into their own preferred leadership style and describe and formulate a strategy for leading others through times of change.

Describe the importance of ethics and a framework for ensuring that actions are consistent with personal values.

Describe a process for evaluating the ethics of an enterprise and apply best practices for building a corporate culture based on ethics. Describe the principle of Corporate Social Responsibility, how to build it and the role that leadership plays in it.

Distinguish between a group and a team and how great teams are created and developed. Know how to recognize the critical dimensions that separate high potential and high performance teams, the role that trust plays in creating the latter and implement a process for leading and maximizing the momentum of high performance teams.

Deal with dysfunctional team behaviour and apply processes for decision making, problem solving and conflict resolution.

Describe the important leadership activities of training, coaching, being a mentor, reviewing performance and managing feedback and how to use these to build personal and organizational effectiveness.

Understand and apply effective communication skills to build leadership ability.

BUSN 10056 Industrial Distribution Integrated Case Study (Capstone Course)

This is the final course in the certificate program. All the other courses must be taken prior to enrolment in the capstone course. This course will provide students an opportunity to apply all of their learning to their own work environments.

Students will utilize case studies and real world examples to assist them in developing processes that will positively impact their companies.

This course will provide hands-on learning by assimilating integrated case study analysis, presentation skills and integrated case presentations.