

COURSE DISCRIPTION

1. GENERAL

SCHOOL	ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS		
DEPARTMENT	GEOGRAPHY		
LEVEL OF COURSE	Undergraduate		
COURSE CODE		SEMESTER	6th or 8th semester
COURSE TITLE	LOCATION APPLICATIONS		
STRUCTURE OF TEACHING ACTIVITIES		TEACHING HOURS PER WEEK	NUMBER OF CREDITS ALLOCATED (ECTS)
Lectures and Laboratory Classes		3	5
TYPE OF COURSE	Optional		
PREREQUISITES	-		
LANGUAGE OF INSTRUCTION	GREEK		
COURSE OFFERED TO ERASMUS STUDENTS (URL)	No		

2. EXPECTED LEARNING OUTCOMES

<p>Learning outcomes <i>Describe the objectives of the course as well as the expected learning outcomes</i></p>
<p>The LA course enables students to deepen and better assimilate their knowledge in several Economic Geography topics. After the successful completion of the course students should:</p> <ul style="list-style-type: none"> • <i>have realised the significance of the decisive in Human Geography, synthetic methodology.</i> • <i>have acquired a set of useful knowledge and skills for their professional careers.</i> • <i>see in practice that theoretical knowledge that have accumulated from several Human Geography courses are useful in real world problem solving;</i> • <i>have the opportunity to work as a member of a team and develop their capacity to cooperate.</i>

3. COURSE CONTENTS

<p>The LA course includes in class lectures and laboratory work.</p> <p>The lectures focus in three thematic axes: i) the long-term evolution of several food retail trade formats, (ii) the strategies of network development applied by the</p>

top grocery retailers all over Europe with a special focus in Greece and (iii) relevant qualitative methods and spatial data analysis techniques. In addition, executives of one of the top grocery chains operating in Greece present their experience in network development and are present during the oral presentations of the student essays.

The theme and the approach of the students' essay are presenting in detail during the introductory lecture. The essay is based on real data from the actual business world. It can vary considerably from one year to the next, in order to respond better to real business changes and to meet the specific interests of the students. The title of the essay during the academic year 2016-17 "Development of stores networks of top supermarket chains in the whole of Greece and per administrative region" is indicative. The implementation of the essay is developing step-by-step with the guidance and close cooperation with the group of teachers.

4. TEACHING AND ASSESSMENT METHODS

TYPE OF LECTURES	In class lectures Laboratory Lectures and Practice	
ICT USE	ICT use, Internet use and e-class	
TEACHING STRUCTURE	Activity	Hours per semester
	Lectures	24
	Laboratory	10
	Weekly assignments	5
	Project	35
	Studying	55
	TOTAL	129
ASSESSMENT METHODS	<p>Assessment Language: Greek</p> <p>Assessment Methods Students can choose between two equivalent alternatives as follows: Final written exam (100%), or Oral presentation and written submission of essay (100%)</p> <p>The assessment criteria are notified to students at the beginning of the semester</p>	

5. RECOMMENDED READING

Birkin, M., Clarke, G. and Clarke, M. (2002) *Retail Geography and Intelligent Network Planning*, London: Wiley.
 Burch, L. & Lawrence, G. (2007) "Supermarket own brands, new foods and reconfiguration of agri-food supply chains", in J. Lawrence & D. Burch (eds.) (2007) *Supermarkets and Agri-food Supply Chains*, London: Edward Elgar, pp.100-128.
 CC (Competition Commission) (2008) "The supply of groceries in the UK market investigation", Final Summary, 30/04/2008
 Coe, N. & Hess, M. (2005) *The internationalization of retailing: implications for supply network restructuring in East Asia and*

- Eastern Europe, Journal of Economic Geography*, 5:449-73.
- Coe, N. & Wrigley, N. (2007) «Host economy impacts of transnational retail: the research agenda», *Journal of Economic Geography*, 7: 433-450.
- Deloitte (2010) "Emerging from the downturn: Global powers of retailing 2010", *Deloitte Touche Tohmatsu Report*, January 2010.
- Guy, C. (2007) *Planning for Retail Development: a Critical View of the British Experience*, London: Routledge.
- Hornibrook, S.A. and Fearn, A. 2002: Vertical co-ordination as a risk management strategy: a case study of a retail supply chain in the UK beef industry. *Farm Management* 11, 353–63.
- Howe, S. (2003) *Retailing in the European Union: Structure, competition and performance*, London: Routledge.
- Humphrey, J. (2007) "The supermarket revolution in developing countries: tidal wave of tough competitive struggle?", *Journal of Economic Geography*, v.7, n.4, pp.433-450.
- Konefal, J., Bain, C., Mascarenhas, M. & Busch, L. (2007) "Supermarkets and Supply Chains in North America", in D. Busch and G. Lawrence (eds.) *Supermarkets and agri-food supply chains*, London: Edward Elgar, pp. 268-88.
- Lowe, P. & Wrigley, N. (2010) "Innovation in Retail Internationalization: Tesco in the USA", *The International Review of Retail, Distribution and Consumer Research*, 19:4, pp. 331-347/
- Mitchell, V. W. and Kyris, S. (1999) "Report on trends on small retail outlets", *Manchester School of Management*, unpublished research report.
- Reardon, T., Henson, S. and Berdegue, J. (2007) " 'Proactive fast-tracking' diffusion of supermarkets in developing countries: implications for market institutions and trade", *Journal of Economic Geography*, v.7, n.4, pp.399-432.
- Seth, A. and Randall, G. (2005) *Supermarket wars: Global Strategies for Food Retailers*, New York: Palgrave.
- Skordili, S. (2013α) «Economic Crisis as a Catalyst for Food Planning: the case of Athens», *International Planning Studies*, v.13 (1): 128-141.
- Skordili, S. (2013β) «The sojourn of Aldi in Greece», *Journal of Business and Retail Management Research*, v.8 (1): 68-80.
- Vorley, B. (2007) "Supermarkets and agri-food supply chains in Europe: partnership and protest", in J. Lawrence & D. Burch (eds.) (2007) *Supermarkets and Agri-food Supply Chains*, pp.243-67.
- Waitrose (2008) *How we stack up: Corporate Social Responsibility Report 2008*.
- Wrigley, N. (1993) "Retail concentration and the internationalization of British grocery retailing", in Bromley, R. and Thomas, C. (eds.) *Retail change: Contemporary issues*, London: UCL Press.
- Wrigley, N. & Currah, A. (2006) "Globalizing retail and the new 'e-economy': The organizational challenge of e-commerce for the retail TNCs", *Geoforum* 37:340-351.
- Wrigley, N. and Lowe, P. (2003) *Reading Retail: A geographical perspective on retailing and consumption spaces*, London: Arnold.

-Scientific Journals:

Αειχώρος

Γεωγραφίες

The International Review of Retail, Distribution and Consumer Research,