

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF  
UKRAINE**

Department of Management named after Professor J. S. Zavadskyi

«**APPROVED**»

Faculty of Agrarian Management

“18” June 2026

**CURRICULUM OF ACADEMIC DISCIPLINE  
“LOGISTIC”**

Area of knowledge 07 Management and Administration

Specialty 075 Marketing

Educational programme “Marketing”

Faculty of Agrarian Management

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### **Description of the discipline «Logistics»**

Discipline “Logistics” is a compulsory component of the academic programme “Marketing” for the preparation of applicants for the first (bachelor's) level of higher education in the speciality 075 “Marketing”, which lays down universal knowledge and skills at forming a comprehensive understanding of logistics as an interdisciplinary field of knowledge that integrates the principles of managing material, information, financial and service flows. The purpose of the course is to provide systematic theoretical training, develop strategic and critical thinking, and master modern methodological tools for making effective logistics decisions in the context of globalization, digitalization of the economy and the growing complexity of the business environment. The discipline involves mastering the conceptual foundations of the functioning of logistics systems, logical and structural schemes of flow management, principles of optimization of logistics processes, as well as the acquisition of practical competencies in planning, coordinating and evaluating logistics solutions both at the enterprise level and in the broader economic context. Particular attention is paid to issues of sustainable development, risk management, resource efficiency and the formation of competitive advantages through logistics. The objectives of the discipline are theoretical and practical training of higher education students in the key aspects of logistics as an element of a modern management system; mastering the concepts, strategies and tactics of logistics activities; mastering the methods and means of designing, implementing and optimizing logistics processes; developing logistics and analytical thinking; acquiring skills in a comprehensive assessment of the economic feasibility of logistics solutions in a limited resource, risk and changing environment.

<b>Area of knowledge, specialty, academic programme, academic degree</b>		
Area of knowledge	<i>07 Management and Administration</i>	
Academic degree	<i>bachelor's</i>	
Specialty	<i>075 Marketing</i>	
Educational programme	<i>Marketing</i>	
<b>Characteristics of the discipline</b>		
Type	compulsory	
Total number of hours	120	
Number of ECTS credits	4	
Number of modules	2	
Course project (work) (if any)	-	
Form of assessment	<i>exam</i>	
<b>Indicators of the discipline for full-time and part-time forms of university study</b>		
	<b>University study</b>	
	<b>full-time</b>	<b>part-time</b>
Year of study	4	3, 4
Term	7	6, 7
Lectures	<i>15 hours</i>	<i>6 hours</i>
Practical classes and seminars	<i>30 hours</i>	<i>8 hours</i>
Laboratory classes	-	-
Self-study	<i>75hours</i>	<i>106 hours</i>
Number of hours per week for full-time students	<i>3 hours</i>	-

## **1. Aim, prerequisites, competences and expected learning outcomes of the discipline**

The aim is to equip higher education students with modern logistics thinking, a systematic approach to managing flow processes, and specialised knowledge regarding the functioning of logistics systems in a dynamic market environment. The course is designed to develop the ability to analyse and optimise material, information, financial and service flows, as well as to make informed logistical decisions, taking into account the organisation's strategic objectives, resource constraints and the impact of external factors.

***Prerequisites of the discipline*** “Microeconomics”, “Organisational Theory”, “Management”, “Strategic Management”, “International Economic Relations”, “Operations Management”, “Foreign Economic Activity of Enterprises”, “Methods of Management Decision-Making”, “Project Management”, “Management of Innovation and Investment Activities”, “Quality Management”.

### ***Acquisition of competences:***

***Integral competence (IC):*** the ability to solve complex, specialised tasks and practical problems in the field of marketing or during the learning process, which involves the application of relevant theories and methods and is characterised by the complexity and uncertainty of the conditions.

### ***General competence (GC):***

GC4. The ability to learn and acquire up-to-date knowledge.

GC5. Determination and perseverance in relation to set tasks and assumed responsibilities.

GC6. Knowledge and understanding of the subject area and an understanding of professional practice.

GC14. The ability to act in a socially responsible and conscientious manner.

### ***Special (professional) competence (SC):***

SC 10. The ability to use marketing information systems in making marketing decisions and to develop recommendations for improving their effectiveness.

### ***Expected learning outcomes (ELO):***

ELO 5. Identify and analyse the key characteristics of marketing systems at various levels, as well as the behavioural patterns of their participants.

ELO 8. Apply innovative approaches to the marketing activities of market participants and adapt flexibly to changes in the marketing environment.

ELO 9. Assess the risks involved in carrying out marketing activities and determine the level of uncertainty in the marketing environment when making management decisions.

ELO 14. Fulfil functional responsibilities within a team and propose well-founded marketing decisions.

ELO 15. Act in a socially responsible and socially conscious manner, based on ethical principles of marketing, respect for cultural diversity and the values of civil society, whilst upholding individual rights and freedoms.

ELO 24. Ability to draw up budgets and forecasts, evaluate the elements of the marketing mix, and select optimal alternatives.

ELO 27. Demonstrate the ability to use modern methods of managing supply chains for goods and information.

ELO 28. Identify target audiences of internet users, configure and interpret web analytics reports, evaluate the effectiveness of advertising campaigns and analyse competitors' online activities.

### 1. Programme and structure of the discipline

Modules and topics	Number of hours								
	full-time					part-time			
	weeks	total	including			total	including		
			1	p	ind.		1	p	ind.
<b>Module 1. Theoretical foundations of enterprise logistic management</b>									
Topic 1. Logistics in a market economy	1		2	2	32		1		53
Topic 2. Characteristics of logistics management objects	3/ 2-4		6	6			1	2	
Topic 3. The logistics system and its elements	5,7/ 5-7		6	6			1	2	
Total for module 1		60	14	14	32	60	3	4	53
<b>Module 2. Characteristics of the main types of logistics</b>									
Topic 4. Procurement and production logistics	9/ 8-9		4	4	28		1	2	53
Topic 5. Distribution logistics	11/ 10-11		4	4			1	2	
Topic 6. Warehouse logistics	13/ 12-14		6	6			1		
Topic 7. Transport logistics and freight forwarding services	15		2	2					
Total for module 2		60	16	16	28	60	3	4	53
Total hours		120	30	30	60	120	6	8	106

### 2. Topics of lectures

No.	Topic	Hours
1	Topic 1. Logistics in a market economy	2
2	Topic 2. Characteristics of logistics management objects	6
3	Topic 3. The logistics system and its elements	6

4	Topic 4. Procurement and production logistics	4
5	Topic 5. Distribution logistics	4
6	Topic 6. Warehouse logistics	6
7	Topic 7. Transport logistics and freight forwarding services	2
	Total	30

### 3. Topic of laboratory (practical, seminars) classes

No.	Topic	Hours
1	Seminar lesson 1. Logistics in a market economy	2
2	Seminar lesson 2. Characteristics of logistics management objects	2
3	Practical lesson 1. Characteristics of logistics management objects	4
4	Seminar lesson 3. The logistics system and its elements	2
5	Practical lesson 2. The logistics system and its elements and methods	4
6	Seminar lesson 4. Procurement and production logistics	2
7	Practical lesson 3. Procurement and production logistics	2
8	Practical lesson 4. Distribution logistics	4
9	Seminar lesson 5. Warehouse logistics	2
10	Practical lesson 5. Warehouse logistics	4
11	Seminar lesson 6. Transport logistics and freight forwarding services	2
	Total	30

### 4. Topics of self-study

No.	Topic	Hours
1	Independent work 1 <b>Theoretical foundations of logistics management in enterprises</b>	32
2	Independent work 2 <b>Characteristics of the main types of logistics</b>	28
	Total	60

### 5. Methods of assessing expected learning outcomes:

- oral or written survey;
- interview;
- test4;
- defense of practical work.

### 6. Teaching methods:

- problem-based method;
- practice oriented studying method;
- case method;
- project education method;
- flipped classroom, mixed education method;
- research based method;
- learning discussions and debates method;
- team work, brainstorm method
- gamification studying method.

## 7. Results assessment.

The student's knowledge is assessed by means of a 100-point scale converted into the national grades according to the "Exam and Credit Regulations at NULES of Ukraine" in force

### 8.1. Distribution of points by types of educational activities

Educational activity	Results	Assessment
<b>Module 1. Theoretical foundations of enterprise logistic management</b>		
Seminar lesson 1. Logistics in a market economy	ELO 5, 8, 9, 14, 15, 24, 27, 28, Identify and analyse the key characteristics of marketing systems at various levels, as well as the behavioural patterns of their participants. Apply innovative approaches to the marketing activities of market participants and adapt flexibly to changes in the marketing environment. Assess the risks involved in carrying out marketing activities and determine the level of uncertainty in the marketing environment when making management decisions. Fulfil functional responsibilities within a team and propose well-founded marketing decisions. Act in a socially responsible and socially conscious manner, based on ethical principles of marketing, respect for cultural diversity and the values of civil society, whilst upholding individual rights and freedoms. Ability to draw up budgets and forecasts, evaluate the elements of the marketing mix, and select optimal alternatives. Demonstrate the ability to use modern methods of managing supply chains for goods and information. Identify target audiences of internet users, configure and interpret web analytics reports, evaluate the effectiveness of advertising campaigns and analyse competitors' online activities.	<b>10</b>
Seminar lesson 2. Characteristics of logistics management objects		<b>10</b>
Practical lesson 1. Characteristics of logistics management objects		<b>20</b>
Seminar lesson 3. The logistics system and its elements		<b>10</b>
Practical lesson 2. The logistics system and its elements		<b>10</b>
Independent work 1		<b>10</b>
Module control work 1	<b>30</b>	
<b>Total for module 1</b>	<b>100</b>	
<b>Module 2. Characteristics of the main types of logistics</b>		
Seminar lesson 4. Procurement and production logistics	ELO 5, 8, 9, 14, 15, 24, 27, 28, Identify and analyse the key characteristics of marketing systems at various levels, as well as the behavioural patterns of their participants. Apply innovative approaches to the marketing activities of market participants and adapt flexibly to changes in the marketing environment. Assess the risks involved in carrying out marketing activities and determine the level of uncertainty in the marketing environment when making management decisions. Fulfil functional responsibilities within a team and propose well-founded marketing decisions. Act in a socially responsible and socially conscious manner, based on ethical principles of marketing, respect for cultural diversity and the values of civil society, whilst upholding individual rights and freedoms. Ability	<b>10</b>
Practical lesson 3. Procurement and production logistics		<b>10</b>
Practical lesson 4. Distribution logistics		<b>10</b>
Seminar lesson 5. Warehouse logistics		<b>10</b>
Practical lesson 5. Warehouse logistics		<b>10</b>

Seminar lesson 6. Transport logistics and freight forwarding services	to draw up budgets and forecasts, evaluate the elements of the marketing mix, and select optimal alternatives. Demonstrate the ability to use modern methods of managing supply chains for goods and information. Identify target audiences of internet users, configure and interpret web analytics reports, evaluate the effectiveness of advertising campaigns and analyse competitors' online activities.	<b>10</b>
Independent work 2		<b>10</b>
Module control work 2		<b>30</b>
<b>Total for module 2</b>		<b>100</b>
<b>Class work</b>	<b><math>(M1 + M2)/2 * 0,7 \leq 70</math></b>	
<b>Exam/credit</b>	<b>30</b>	
<b>Total for year</b>	<b><math>(\text{Class work} + \text{exam}) \leq 100</math></b>	
Course project (work)		<b>100</b>

## 8.2. Scale for assessing student's knowledge

Student's rating, points	National grading (exam/credits)
90-100	excellent
74-89	good
60-73	satisfactory
0-59	unsatisfactory

## 8.3. Assessment policy

<b>Deadlines and exam retaking rules</b>	Works that are submitted late without valid reasons will be assessed with a lower grade. Module tests may be retaken with the permission of the lecturer if there are valid reasons (e.g. a sick leave)
<b>Academic integrity rules</b>	Cheating during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct references to the literature used. Independent works in the form of reports, presentations must have correct textual references to the information sources used
<b>Attendance rules</b>	Attendance is compulsory. For good reasons (e.g. illness, international internship), training can take place individually (online by the faculty dean's and the course lecturer's consent)

## 9. Teaching and learning aids:

1. E-learning course of the discipline "Logistics" (on the educational portal of NUBiP of Ukraine eLearn - <https://elearn.nubip.edu.ua/course/view.php?id=3014> ).

## 10. Recommended sources of information

1. Bars'kyj, M.V. (2024). Risk prevention and avoidance in global supply chain. Naukovyj pohliad: ekonomika ta upravlinnia. Vol. 3 (87). pp. 67-71. DOI: <https://doi.org/10.32782/2521-666X/2024-87-11>. Available at: [http://www.scientificview.umsf.in.ua/archive/2024/3\\_87\\_2024/13.pdf](http://www.scientificview.umsf.in.ua/archive/2024/3_87_2024/13.pdf).

2. Dramarets'ka K.P., Zorhach A.M. (2023). Management of Logistics Activities of Agricultural Enterprises. *Ukrains'kyj zhurnal prykladnoi ekonomiky ta tekhniky*. Vol. 8. № 1. pp. 248-253. DOI: <https://doi.org/10.36887/2415-8453-2023-1-36>
3. Polyanska A., Martynets V., Kaban O. (2022). OPTIMIZATION OF THE SUPPLY CHAIN AT THE ENTERPRISE IN THE CONDITIONS OF CRISIS. *The Actual Problems of Regional Economy Development*, Vol. 2(18), 112–127 pp. Available at: <https://doi.org/10.15330/apred.2.18.112-127>
4. Sushchenko P., Ilchenko H. (2023). Adaptation of supply chains to the challenges of martial law. *Commodity science. Technologies. Engineering*. Vol. 45 (1), 4–16 pp. DOI: [https://doi.org/10.31617/2.2023\(45\)01](https://doi.org/10.31617/2.2023(45)01)
5. Балабанова Л. В., Германчук А. М. *Логістика: підручник*. Львів: «Магнолія», 2025. 365 с.
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7. Безугла Л. С., Юрченко Н. І., Ільченко Т. В., Пальчик І. М., Воловик Д. В. *Логістика: навчальний посібник*. Дніпро: Пороги, 2021. 252 с.
8. Буркіна Н. В., Капітонець М. В. Аналіз ринку логістики України: статистичний аспект. *Економіка і організація управління*. 2020. № 3. С. 87–99. DOI: 10.31558/2307-2318.2020.3.8.
9. Вакуленко В., Лю Ю., Лю С. Система ризик-менеджменту логістичних систем в умовах воєнного стану України. *Сталий розвиток економіки*. 2025. Вип. 3 (54). С. 296-300. URL: <https://doi.org/10.32782/2308-1988/2025-54-45>
10. Вакуленко В. Л., Сметан Д. С., Лю С. Управління логістичними процесами у сільськогосподарських підприємствах при застосуванні цифрових технологій в умовах воєнного стану: VI Міжнародна науково-практична конференція «Підприємницька, торговельна, біржова діяльність: тенденції, проблеми та перспективи розвитку», м. Київ, 10–11 січня, 2025 року: тези доповіді. Київ, ДУІКТ. 2025. С. 78–83.
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18. Окландер М. А. *Логістика : підручник*. Київ : «Центр учбової літератури», 2022. 356 с.
19. Орда О., Сергеев О. Determination of rational parameters of the logistics chain in the process of customer service in international transportation. *Збірник наукових праць Державного університету інфраструктури та технологій: серія «Транспортні системи і технології»*. 2024. № 43. DOI: 10.32703/2617-9059-2024-43-12.
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