

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

Department of Management named after Professor J. S. Zavadskyi

APPROVED

Faculty of Agricultural Management

“05” June 2025

**CURRICULUM OF ACADEMIC DISCIPLINE
“LOGISTICS”**

Area of knowledge 07 Management and Administration

Specialty 075 Marketing

Academic programme “Marketing”

Faculty of Agricultural Management

Developed by: Associate Professor of the Department of Management named after
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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.

Area of knowledge, specialty, academic programme, academic degree		
Academic degree	<i>bachelor's</i>	
Area of knowledge	<i>07 Management and Administration</i>	
Specialty	<i>075 Marketing</i>	
Academic programme	<i>Marketing</i>	
Characteristics of the discipline		
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>	
Indicators of the discipline for full-time and part-time forms of university study		
	University study	
	full-time	part-time
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, competences and expected learning outcomes of the discipline

Aim is to form in future specialists (managers) modern managerial thinking and a system of specialised knowledge in the field of management, understanding of the conceptual foundations of systemic management of organisations; to acquire the skills of analysing the internal and external environment, making adequate management decisions.

Competences acquired:

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

General competence (GC):

GC 4. Ability to learn and acquire modern knowledge.

GC 5. Determination and perseverance in relation to set tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 14. Ability to act in a socially responsible and conscious manner.

Special (professional) competence (SC):

SC 10. Ability to evaluate the work performed, ensure its quality, and motivate the staff of the organization.

Expected learning outcomes (ELO):

ELO 5. Identify and analyze the key characteristics of marketing systems at various levels, as well as the behavioral characteristics of their subjects.

ELO 8. Apply innovative approaches to the marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

ELO 9. Assess the risks of marketing activities, establish the level of uncertainty in the marketing environment when making management decisions.

ELO 14. Perform functional duties in a group, propose sound marketing decisions.

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

ELO 24. Ability to form budgets, forecasts, and evaluate elements of the marketing complex, 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 analyze the actions of competitors on the Internet.

2. 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.
Module 1. <i>Theoretical foundations of enterprise logistic management</i>									
Topic 1. Logistics in a market economy	1		2	2	39		1		53
Topic 2. Characteristics of logistics management objects	3/ 2-4		2	6			1	2	
Topic 3. Logistic system and variety of forms of logistic entities	5,7/ 5-7		3	6			1	2	
Total for module 1		60	7	14	39	60	3	4	53
Module 2. <i>Characteristics of the main types of logistics</i>									
Topic 4. Procurement and production logistics	9/ 8-9		2	4	36		1	2	53
Topic 5. Distribution logistics and warehousing logistics	11/ 10-11		2	4			1	2	
Topic 6. Transport logistics and freight forwarding services	13/ 12-14		2	6			1		
Topic 7. Economic efficiency of logistics solutions	15		2	2					
Total for module 2		60	8	16	36	60	3	4	53
Total hours		120	15	30	75	150	6	8	106

3. Topics of lectures

No.	Topic	Hours
1	Topic 1. Logistics in a market economy	2
2	Topic 2. Characteristics of logistics management objects	2
3	Topic 3. Logistic system and variety of forms of logistic entities	3
4	Topic 4. Procurement and production logistics	2
5	Topic 5. Distribution logistics and warehousing logistics	2
6	Topic 6. Transport logistics and freight forwarding services	2
7	Topic 7. Economic efficiency of logistics solutions	2
	Total	15

4. 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. Logistic system and variety of forms of logistic entities	2
5	Practical lesson 2. Logistic system and variety of forms of logistic entities	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 and warehousing logistics	4
9	Seminar lesson 5. Transport logistics and freight forwarding services	2
10	Practical lesson 5. Transport logistics and freight forwarding services	4
11	Seminar lesson 6. Economic efficiency of logistics solutions	2
	Total	30

5. Topics of self-study

No.	Topic	Hours
1	Independent work 1 <i>Theoretical foundations of enterprise logistic management</i>	39
2	Independent work 2 <i>Characteristics of the main types of logistics</i>	36
	Total	75

6. Methods of assessing expected learning outcomes:

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

7. 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.

8. 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 NUBiP of Ukraine" in force

8.1. Distribution of points by types of educational activities

Educational activity	Results	Assessment
Module 1. <i>Theoretical foundations of enterprise logistic management</i>		
Seminar lesson 1. Logistics in a market economy	ELO 5, 14,15 Understand the role of logistics in a market economy, including analysis of logistics and marketing systems, market player interactions, and decision-making logic in supply chains. Learn to work in a team to analyze cases (for example, regarding the choice of a logistics system type), which contributes to the development of teamwork skills and decision-making justification. Have knowledge of logistics as a tool for ensuring sustainable	10
Seminar lesson 2. Characteristics of logistics management objects		10
Practical lesson 1. Characteristics of logistics management objects		20
Seminar lesson 3. Logistic system and variety of forms of logistic entities		10
Practical lesson 2. Logistic system and variety of forms of logistic entities		10

Independent work 1	development, efficient use of resources, and compliance with ethical standards in interactions between market participants.	10
Module control work 1		30
Total for module 1		100
Module 2. <i>Characteristics of the main types of logistics</i>		
Seminar lesson 4. Procurement and production logistics	ELO 5, 8, 9, 14, 15, 24, 27, 28 Analyze the key characteristics of logistics and marketing systems, including logistics chain participants, their behavior, and interactions, which enables the ability to analyze marketing systems at various levels.	10
Practical lesson 3. Procurement and production logistics		10
Practical lesson 4. Distribution logistics and warehousing logistics		10
Seminar lesson 5. Transport logistics and freight forwarding services	Know the specifics of implementing innovative logistics solutions, including digitization, warehouse automation, and transportation, which develops the ability to adapt to changes in the marketing environment. Study the risks in logistics processes, the economic efficiency of solutions, and factors of uncertainty, which develops competence in assessing risks in marketing activities. Learn to work in a team on logistics cases (for example, choosing a transport route or warehouse type), which contributes to the development of the ability to perform functional duties in a group and offer sound solutions. Know the ethical aspects of logistics (environmentally friendly transportation, responsible warehousing), which shapes socially responsible behavior and respect for the principles of sustainable development. Learn to form budgets for logistics operations, evaluate the economic efficiency of logistics decisions, and compare alternative delivery and transportation options.	10
Practical lesson 5. Transport logistics and freight forwarding services		10
Seminar lesson 6. Economic efficiency of logistics solutions		10
Independent work 2		10
Module control work 2		30
Total for module 2		100
Class work	$(M1 + M2)/2 \cdot 0,7 \leq 70$	
Exam/credit	30	
Total for year	$(\text{Class work} + \text{exam}) \leq 100$	
Course project (work)		100

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

Deadlines and exam retaking rules	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)
Academic integrity rules	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
Attendance rules	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. Міжнародна логістика. Електронний підручник /тза науковою редакцією професора Сохацької О.М. Тернопіль: ЗУНУ. 2022. 370 с. URL: http://dspace.wunu.edu.ua/bitstream/316497/48109/1/ПІДРУЧНИК%20МЛ_готовий.pdf
2. Бедрій Я.І., Тарнавський Є.М., Тригуб С.М., Ходаковський В.Ф. Основи логістики. Навчальний посібник. Херсон. Олди плюс. 2019. 260 с. URL: <https://dspace.nuft.edu.ua/server/api/core/bitstreams/5b3b0c9f-735c-48fe-8192-dfa0bf1cef6d/content>
3. Крикавський Є., Похильченко О., Фертч М. Логістика та управління ланцюгами поставок : навч. посібник. Львів : Львівська політехніка, 2020. 848 с. URL: <http://elib.chdtu.edu.ua/e-books/4247>
4. Смирнов І.Г., Косарева Т.В. Транспортна логістика : навчальний посібник. Київ: Центр навчальної літератури. 2019. 224 с.
5. Безугла Л. С., Юрченко Н. І., Ільченко Т. В., Пальчик І. М., Воловик Д. В. Логістика : навчальний посібник для здобувачів ЗВО. Дніпро: Пороги, 2021. 252 с. URL: newlibrary.snau.edu.ua+15dspace.dsau.dp.ua+15dstu.dp.ua+15.
6. Європейські стандарти логістичних операцій: методичні рекомендації / За ред. І. М. Кравця. К. : НУБіП України. 2021. 145 с.
7. Кузьменко В. В. Логістичний менеджмент : навч. посіб. К. КНЕУ. 2021. 328 с.
8. Романов В. О. Логістика: теорія і практика : навч. посіб. Львів. 2019. 310 с.
9. Сидоренко Т. В., Коваленко О. Ю. Сучасні інформаційні технології в логістиці : монографія. К. ННЦ «Інститут економіки та менеджменту». 2022. 288 с.
10. Дима О.О., Мартиненко М.О., Кривещенко В. В. Цифрова трансформація логістики: нові можливості та інструменти. *Економіка. Менеджмент. Бізнес*. №4(47), 2024 С.58-65 DOI:10.31673/2415-8089.2024.044853 <https://journals.dut.edu.ua/index.php/emb/article/view/3079/2969>
11. Мартиненко М.О. Ніколенко І. Ю. Оптимізація логістичних процесів в міжнародній торгівлі. *Економіка. Менеджмент. Бізнес*. 2024. №1. С. 82-86. <https://doi.org/10.31673/2415-8089.2024.010012>

12. Оленцевич Н.В., Кужель В.М., Мартиненко М.О. Розвиток логістичних мереж в умовах цифровізації та нестабільності ринку. *Економіка. Менеджмент. Бізнес*. No 2 (49). 2025 С. 84-92