



COURSE SYLLABUS

«Logistics»

Degree of higher education - Bachelor
Specialty: 075 "Marketing"
Educational-professional program "Marketing"
Year of study 4, **semester** 8
Form of education: full-time
Number of ECTS credits: 4
The language of teaching: English

Course lecturer

Krystyna Dramaretska, PhD in Economics, Associate Professor,
Associate Professor of the Department of Management named after
Professor J. S. Zavadskyi

Lecturer contact

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Course page in eLearn

<https://elearn.nubip.edu.ua/enrol/index.php?id=1450>

COURSE DESCRIPTION

The purpose educational discipline is the formation of future specialists' system knowledge and understanding of the conceptual foundations of logistics, theory and practice of the development of this area, and the acquisition of independent work skills for the assimilation of educational material related to modern methods of managing material and other flows in modern conditions. The task of the academic discipline is for students of higher education to acquire in-depth theoretical knowledge on the concept, strategy and tactics of logistics; mastering by students of methodological tools for the development and implementation of logistics tasks; mastering the skills of logistic thinking and developing proposals for improving logistics systems and their functioning mechanisms; acquisition of skills to assess the economic efficiency and consequences of the implementation of logistical decisions in the implementation of enterprise management.

Competence acquisition:

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

General competences (GC):

GC 1. The ability to realize one's rights and responsibilities as a member of society, to be aware of the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

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

GC 10. Ability to communicate in a foreign language.

Special (professional) competences (SK):

SK 1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

SK 13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

SK 14. Ability to propose improvements to marketing functions.

Program learning outcomes (PLO):

PLO 4. Collect and analyze the necessary information, calculate economic and marketing

indicators, justify management decisions based on the use of the necessary analytical and methodical tools.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

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

PLO 17. Demonstrate written and oral professional communication skills in national and foreign languages, as well as proper use of professional terminology.

PLO 23. Conduct research on the international business environment, analyze the situation on the world market of goods and services, determine the specifics and marketing program of the enterprise entering foreign markets.

COURSE STRUCTURE

Topic	Hours (lectures / practical, seminar)	Learning outcomes	Tasks	Evaluation
8 semester				
Content module 1. Theoretical basis of logistics management in enterprises				
Topic 1. Logistics in a market economy	2/2	Understand the basic concepts and categories of "logistics". Know the stages of logistics development. Know modern concepts of logistics. Be able to define and describe types and areas of macrologistics and micrologistics; external and internal logistics.	Discussion and discussion based on the studied lecture material, independent processing of primary sources and recommended information sources. Preparation of reports and presentations for seminar classes, essays. Solving and discussing the situational task. Performing practical tasks in elearn	20
Topic 2. Characteristics of the main elements of logistics	3/3	Know the main stages of formation and development of the logistics channel. Understand the purpose of the logistics system; properties of logistics systems; limits of the logistics system. Distinguish between logistics operations and material flow; logistics operations with information flow. To know the relationship between the main logistics functions and logistics operations.		10
Topic 3. Technological processes and management of material flows	3/3	Understand the essence of a single technological process in logistics. Know the classification of material flows. Be able to apply material flow management tools.		20
Topic 4. Management of material flows in logistics systems.	4/4	Know the forms of organization of material and technical support and sales in logistics systems. Understand the main advantages of centralizing the management of logistics and sales services. Know the reasons for creating stocks; types of stocks.		20
Module test 1				30
Total for the module 1	12/12			100

Content module 2. Characteristics of the main types of logistics				
Topic 5. Procurement logistics and order placement	2/2	Know the purpose of procurement logistics; the process of managing material flows in procurement logistics. Understand the stages of supplier selection. Be able to analyze potential suppliers, evaluate the results of work with suppliers.	Discussion and discussion based on the studied lecture material, independent processing of primary sources and recommended information sources. Preparation of reports and presentations for seminar classes, essays. Solving and discussing the situational task. Performing practical tasks in elearn	10
Topic 6. Production logistics	2/2	Know the main production processes, auxiliary production processes, service production processes.		15
Topic 7. Distribution logistics	2/2	Understand the composition of distribution logistics tasks at the micro and macro levels. Know the advantages and disadvantages of involving intermediaries in sales; criteria for choosing distribution channels; approaches to choosing a distribution channel.		10
Topic 8. Logistics of storage	2/2	Know the main purpose of compounds; functions of warehouses; types of warehouses. Understand the essence of the logistics process in the warehouse.		10
Topic 9. Transport logistics	2/2	Know the tasks of transport logistics; means of transport. Distinguish between modern cargo delivery systems and types of tariffs.		10
Topic 10. Transport and forwarding logistics services	2/2	Know the classification of transport and forwarding services. Know the criteria for selecting freight forwarders and transport forwarding agents.		15
Module test 2				30
Total for the module 2	12/12			100
Total for educational work	$0,7 \cdot (R_{3M1} + R_{3M2})$ $R_{HP} = \frac{\quad}{2}$			70
Final control (credit)				30
Total for the course	$R_{DHC} = R_{HP} + R_{AT}$			100

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	orks that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Relocation of modules is with the permission of the teachers who provide the course, if there are good reasons (for example, hospital).
<i>Academic integrity policy:</i>	Copying (copying the text) during written tests and exams is prohibited. The use of mobile devices is allowed only with the permission of the teacher during online testing and preparation of practical tasks. Independent works in the form of abstracts, reports, presentations must have correct text links to the used information sources.

Visiting policy:	Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually at a distance (online form in consultation with the dean of the faculty and the lecturer of the course).
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STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	National assessment for the results of exams
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	fail

RECOMMENDED SOURCES OF INFORMATION

1. Драмарецька К. П., Забуранна Л. В. Методичні вказівки для вивчення дисципліни «Логістика» для студентів ОС «Бакалавр» спеціальності 073 «Менеджмент», Київ: ЦП «Компринт», 2015. 105 с.
2. Драгнєва Н. І., Драмарецька К. П. Методичні вказівки для вивчення дисципліни «Логістика» для студентів ОС «Бакалавр» спеціальності 075 «Маркетинг», Київ: ЦП «Компринт», 2019. 94 с.
3. Резнік Н. П. Логістика: навчальний посібник. Київ. НУБіП України, 2021. 200 с.
4. Електронний навчальний курс «Логістика»: <https://elearn.nubip.edu.ua/course/view.php?id=1450>