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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

DISTRIBUTION CHAINS MANAGEMENT

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

INTERNATIONAL MARKETING

higher education programme profile/specialisation title

1. COURSE GOAL(s)

The discipline "Distribution Chain Management" is part of the master's program "International Marketing" in the field of study 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Department of Marketing. The discipline consists of 3 sections and 6 topics and is aimed at studying the purpose of mastering the discipline "Distribution Chain Management," which is to provide undergraduates with in-depth knowledge and practical skills in the field of designing, organizing and optimizing sales channels and distribution chains in national and international markets. The discipline focuses on the study of approaches to building multi-channel distribution systems, coordinating the interaction of channel participants, as well as ensuring the integrity of material, information and financial flows in the supply chain. Particular attention is paid to the choice of distribution strategies depending on the characteristics of the industry, product, target segments and competitive environment, as well as balancing the interests of producers, intermediaries and end users.

The goal of mastering the discipline is to cover channel configuration (direct and indirect channels, omnichannel solutions), integration of marketing and logistics solutions, inventory and service management in a distribution network. An important task of the discipline is to develop undergraduates' competencies in analyzing the effectiveness of distribution chains, using quantitative and qualitative methods to evaluate alternative schemes, as well as managing risks and chain sustainability. The course is designed to ensure that graduates are ready to participate in the development and implementation of strategies.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Освоение дисциплины «Управление портфелем брендов на международных рынках» направлено на формирование у обучающихся следующих компетенций (части компетенций):

Table 2.1. List of competences that students acquire through the course study

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-2	Able to manage a project at all stages of its lifecycle	GC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal; GC-2.2 Defines the links between the tasks set and the expected results of their solution; GC-2.3 Within the framework of the tasks set, determines the available resources and limitations, as well as the applicable legal norms.; GC-2.4 Analyzes the timetable for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the applicable legal norms and available resources and limitations.; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control;

Competence code	Competence descriptor	Competence formation indicators (within this course)
GPC-5	Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects.	GPC-5 .1 Able to develop a plan for scientific research in the field of management based on the assessment and generalization of the results of scientific works of domestic and foreign scientists.; GPC-5 .2 Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management; GPC-5 .3 Has the skills to generalize and formulate conclusions, develop recommendations based on the results of scientific research in the field of management; GPC-5 .4 Participates in the implementation of research projects in the field of management and related industries;
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	PC--4.1 Knows the components of the commodity distribution system in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets; PC--4.2 Knows the main forms of the company's entry into the international market; PC--4.3 Able to manage the processes of supply and distribution of goods in international industry markets; PC--4.4 Has the skills of modeling and designing the company's activities in the international markets of goods and services; PC--4.5 Knows the main channels of distribution and promotion of goods in international marketing;

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Distribution Chain Management" belongs to the mandatory part of Block 1 "Disciplines (Modules)" of the higher education program. Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Distribution Chain Management."

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GPC-5	Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects	Management Research Methodology; Research Work;	Pre-Degree Internship;
GC-2	Able to manage a project at all stages of	Corporate Finance; Marketing management in	Pre-Degree Internship;

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
	its lifecycle	international companies; Brand Portfolio Management in International Markets**; Branding in International Companies**; Research Work;	
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Trade Marketing and Sales**; Industrial Marketing**; Research Work;	Pre-Degree Internship;

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices.

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

Possible wording

The total workload of the discipline “International Marketing Strategies” is “5” credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering (**full-time training**)*

Type of academic activities	Total academic hours	Semesters/training modules
		3
<i>Contact academic hours</i>	54	54
Lectures (LC)	18	18
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	36	36
<i>Self-studies</i>	36	36
<i>Evaluation and assessment (exam/passing/failing grade)</i>	18	18
Course workload	108	108
	3	3

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Nuber of Module	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	Theoretical foundations and architecture of distribution chains	1.1	Distribution channels and their role in the marketing system	The concept and functions of distribution channels in the company's marketing system. Types of channels (direct, indirect, multichannel, omnichannel), their advantages and limitations. Functional content of the channel participants' activities: transactional, logistical and service functions. The influence of the channel structure on the level of service, the cost of distribution and the competitiveness of the company.	LC, S
		1.2	Design and configuration of distribution chains	Approaches to designing distribution chains based on product characteristics, market, and company strategy. Selection of the number of channel levels, types of intermediaries, and geographical coverage. Centralization and decentralization of distribution, the role of distribution centers and regional warehouses. The criteria for choosing a chain architecture are: service level, cost, flexibility, reaction speed, and fault tolerance	LC, S
Module 2	Management of channel participants and operations in distribution chains	2.1	Managing relations with intermediaries and conflicts in channels	Selection criteria and evaluation of intermediaries: distributors, dealers, agents, retail operators and logistics providers. Models of relationships in channels (contracts, partnerships, franchising, exclusive agreements). Causes and forms of conflicts in channels (horizontal and vertical), methods of their prevention and resolution. Mechanisms of motivation, support and control of intermediaries, joint planning and information exchange.	LC, S
		2.2	Operational management of distribution chains: inventory, service and logistics	Integration of inventory management, warehousing and transportation solutions within the distribution chain. Selection of inventory policy in the distribution network (centralized and decentralized stocks, buffer points, insurance stocks). Management of the service level and logistical costs in the channels, the use of joint replenishment methods (VMI, CPFR) and coordinated planning. The role of information systems (WMS, TMS, CRM,	LC, S

				SCM platforms) in coordinating operations and ensuring chain transparency	
Module 3	Strategic development and sustainability of distribution chains	3.1	Multi-channel and omnichannel distribution in the context of digital transformation	The evolution of distribution approaches: from traditional channels to multi-channel and omnichannel models. Integration of offline and online channels (retail chains, online stores, marketplaces, social commerce), the impact of digital platforms on the structure and management of distribution chains. The problems of cannibalization and synergy between channels, customer experience management and a single level of service in an omnichannel environment	LC, S
		3.2	Assessment of efficiency, risks and sustainability of distribution chains	Efficiency indicators of distribution chains: costs, inventory turnover, level of service, speed of order fulfillment, reliability of supplies. Analysis and risk management in distribution chains: supply disruptions, fluctuations in demand, infrastructural and institutional constraints, force majeure. Approaches to the formation of sustainable and adaptive distribution chains, diversification of channels and partners, the role of outsourcing and 3PL/4PL providers. The use of scenario and stress testing in making strategic decisions on the development of distribution networks	LC, S

* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* The premises for students' self-studies are subject to **MANDATORY** mention

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main readings:

1. Dybskaya, V. V. Designing a distribution system in logistics : a monograph / V.V. Dybskaya. Moscow : INFRA-M, 2024. 235 p. (Scientific Thought). — DOI 10.12737/24760. - ISBN 978-5-16-012614-2. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2105348>
2. Supply chain Management in the digital Economy : a textbook for universities / edited by V. I. Sergeev. — Moscow : Yurait Publishing House, 2026. — 1005 p. — (Higher education). — ISBN 978-5-534-19672-6. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/589792> (date of request: 03/17/2026).

Additional readings:

1. Supply chain management : a textbook for universities / edited by V. V. Shcherbakov. — 2nd ed., revised and add. Moscow : Yurait Publishing House, 2026. 234 p. (Higher education). — ISBN 978-5-534-07036-1. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/584808> (date of request: 03/17/2026).

Internet sources

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:
 - RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
 - EL "University Library Online" <http://www.biblioclub.ru>
 - EL "Yurayt" <http://www.biblio-online.ru>
 - EL "Student Consultant" www.studentlibrary.ru
 - EL "Lan" <http://e.lanbook.com/>
 - EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "International Marketing Strategies"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

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