

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 03.06.2024 11:10:00
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

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

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE WORKING PROGRAM

International logistics

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing and business

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of mastering the discipline "Marketing Logistics" is aimed at forming a stable set of knowledge among students in the field of material, financial and information flows management in order to find optimal solutions to the problems of inventory management of the organization, transportation of products, warehouse management, and economic evaluation of the effectiveness of logistics operations both at the macro and micro levels...

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "International logistics" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	<p>GPC-1.1 Possesses fundamental knowledge in the field of management</p> <p>GPC-1.2 Knows how to use fundamental knowledge of economic, organizational and management theory for the successful implementation of professional activities</p> <p>GPC-1.3 Applies innovative approaches to solving management problems, taking into account the generalization and critical analysis of best management practices</p> <p>GPC-1.4 Possesses the skills of an informed choice of methods for solving practical and research problems</p>
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	<p>PC-1.1 Knows the goals, stages and procedures for conducting marketing research</p> <p>PC-1.2 Able to work with digital data, assess its sources and relevance</p> <p>PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research</p> <p>PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities</p>
PC-3;	Capable of developing, implementing and improving pricing strategies in international markets	<p>PC-3.1 Knows the main strategic and tactical aspects of setting prices in the distribution channel in international markets</p> <p>PC-3.2 Knows the specifics of pricing for tangible and intangible goods in international markets</p> <p>PC-3.3 Knows how to develop a pricing strategy taking into account market factors in international markets</p> <p>PC-3.4 Owns tools for assessing the value of a product offer (price compliance with market expecta-</p>

Code	Competence	Competence achievement indicators (within this course)
		tions)
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 system of commodity circulation 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 Knows how to manage the processes of supply and distribution of goods in the industry markets of the international level PC-4.4 Possesses the skills of modeling and designing the activities of an enterprise in the international markets for goods and services PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing
PC-7	Capable of planning and overseeing the marketing activities of an international company	PC-7.1 Knows the stages of international strategic planning PC-7.2 Knows the criteria for determining key indicators used in planning the marketing activities of an enterprise at the international level PC-7.3 Knows how to form marketing plans PC-7.4 Is able to develop the main business processes of an enterprise related to marketing activities PC-7.5 Owns the methods of developing and implementing marketing programs PC-7.6 Owns the methods of making tactical and operational decisions in the management of the marketing activities of the enterprise
GPC-4	able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations	GPC-4.1. Uses modern methods, technologies and tools for managing project and process activities in the company; GPC-4.2. Applies modern management practices, leadership and communication skills in process and project activities; GPC-4.3. Identifies and evaluates new market opportunities for the development of innovative activities of the company; GPC-4.4. Develops company development strategies and corresponding business models based on the use of modern business positioning methods.

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "International logistics" refers to the variable component formed by the participants of the educational relations of the block Б1.Б.ДВ.02.02 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "International logistics".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	Corporate marketing at global markets International Marketing Management Research Methodology	Research work Pre-Degree Internship
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Finance organization Marketing management in international companies	Research work Pre-Degree Internship
PC-3;	Capable of developing, implementing and improving pricing strategies in international markets	Corporate marketing at global markets International Marketing Management Research Methodology	Research work Pre-Degree Internship
PC-4;	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Finance organization Marketing management in international companies	Research work Pre-Degree Internship
PC-7	Capable of planning and overseeing the marketing activities of an international company	Finance organization Marketing management in international companies	Research work Pre-Degree Internship

GPC-4	able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations	Corporate marketing at global markets International Marketing Management Research Methodology	Research work Pre-Degree Internship
-------	--	---	--

* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "International logistics" is 4 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		1	2	3	
<i>Contact academic hours</i>	108			108	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	18			18	
<i>Self-study, academic hours</i>	63			63	
<i>Evaluation and assessment</i>	9			9	
Course workload	academic hours	108		108	
	credits	3		3	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

Course part topics	Work type
Topic 1. The concept and essence of logistics The origin of logistics. Military and economic logistics. The modern concept of logistics. Prerequisites and stages of rapid development of logistics in the 20th century. Supply chain management. The difference between the logistics approach to managing material flows from the traditional one. The economic effect of using logistics. The basic principles of the effective use of logistics in commercial practice. Logistics terminology. Functional areas and logistics concepts. An	LTR

Course part topics	Work type
example of optimizing total costs through the introduction of logistics methods. The 7R concept. Logistics outsourcing. The most typical intra-company conflicts of various departments performing logistics functions	
Topic 2. Procurement logistics The essence and objectives of procurement logistics. The importance of procurement logistics for the enterprise. Procurement Service. The principles of solving the problem of "do it yourself or buy". Methods of rational choice of supplier. Strategies for working with suppliers. Evaluation of suppliers based on the results of work to make a decision on the extension of purchases. Methods of countering corruption schemes in the field of procurement.	LTR, SS
Topic 3. Stocks in logistics Purpose and types of inventory. Possible negative causes and risks associated with an increase in inventory levels. Inventory management systems and their characteristics. Costs of order fulfillment and inventory storage costs. Determination of the optimal batch size for the delivery of products. Inventory level control systems. Deficit. Regulatory parameters of inventory management systems. Inventory management system for changing demand. Calculation of the insurance stock. Inventory management and rationing. Example of determining the optimal size of the ordered batch. The essence and examples of ABC and XYZ methods. "Kanban" and "Just in time".	LTR, SS
Topic 4. Warehouses in logistics Definition and types of warehouses. Warehouse functions. Characteristics of the logistics process in the warehouse and warehouse operations. A general algorithm for choosing between SOP and your warehouse. Calculation of some warehouse performance indicators. Principles of developing an effective warehousing system. Packaging and cargo unit. Typical problems in the planning and implementation of the warehouse process. Methods of identifying "bottlenecks" in the warehouse economy.	LTR, SS
Topic 5. Transport logistics The essence and tasks of transport logistics. Disadvantages and advantages of types of vehicles. Choosing the type of vehicle. Transport tariffs. An example of optimizing the cost of cargo delivery. Criteria for choosing a carrier. Incoterms 2020. Planning of customs costs during transportation.	LTR, SS
Topic 6. Distribution logistics The concept of distribution logistics. Tasks of distribution logistics. Logistics channels and their functional parts. Channel level. Methods of optimal placement and types of distribution centers in the serviced area. Building a distribution system. Interaction of distribution logistics with marketing. Types of distribution intermediaries and the choice of their optimal number and combination. Logistics intermediaries. Product features. Return logistics.	LTR, SS
Topic 7. Information logistics The essence of information logistics and its evolution. The main types of information systems. DBMS. Types of automated control systems. The process of "computerization" of corporate logistics and typical problems. Informatics of "Supply Chain Management" - APS systems. Total Cost Owner Problem	LTR, SS

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Basic literature:

1. Idrisov Shamil Agayevich, Agaeva Aigul Shamilevna, Marketing logistics. Textbook, Publishing House: Infra-Engineering, 2022 - 268C ISBN number: 978-5-9729-0920-9
2. Marr Bernard. Key performance indicators. 75 indicators that every manager should know = Key Performance Indicators. 75 measures that every manager should know / B. Marr ; Translated from the English by A.V. Shavrin. - 4th ed. ; Electronic text data. - Moscow : Laboratory of Knowledge, 2019. - 340 p. : ill. - - ISBN 978-5-001-102-6 : 495.00

Additional literature:

4. Gadzhinsky, A.M. Logistics : textbook for bachelors / A.M. Gadzhinsky. - 21st ed. - Moscow: Dashkov and Co., 2016. - 419 p. - (Educational publications for bachelors). – ISBN 978-5-394-02059-9. - 420 p.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- *EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers*
- *University Library ONLINE – Access mode: <http://www.biblioclub.ru/>*
- *Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com*
- *Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>*
- *EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>*
- *EBS Publishing House "Lan", collections*
- *Electronic library system "Znaniy.com" - access to the main collection is granted*

Electronic resources for educational activities

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>
eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. *A course of lectures, standard tasks and a control test on the discipline "International logistics" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>*

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "International logistics" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

**Faculty name and head:
Dean of the Faculty of Economics**

Andronova I.V.

Signature

Full name

**Head of department:
Marketing dept head**

A.M. Zobov.

Signature

Full name

Appendix to the Work program of the discipline " International logistics"

APPROVED
At the meeting of the Department of Marketing
" _____ " _____ 2022, Protocol no. ___

Head of the Marketing Department

_____ Zobov A.M.

**EVALUATION TASK FUND
FOR THE COURSE**

International logistics

(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing and business

(name of the training profile)

Master

Qualification (degree) of the graduate

Passport of the fund of evaluation funds for the discipline International logistics

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing

Summary evaluation table of the discipline International logistics

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	
		Classroom work					Independent work					Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report		
PC-3; GPC-1; PC-1; PC-4; GPC-4; PC-7	Topic 1. The concept and essence of logistics			1							1	1
	Topic 2. Procurement logistics			1			5		3		9	9
	Topic 3. Stocks in logistics			1					3	4	8	8
PC-3; GPC-1; PC-1; PC-4; GPC-4; PC-7	Topic 4. Warehouses in logistics			1			5		3		18	18
	Topic 5. Transport logistics			2	5	5			6		18	18
	Topic 6. Distribution logistics			2		5			6	4	8	8
<i>PC-3; GPC-1; PC-1; PC-4; GPC-4; PC-7</i>	Topic 7. Information logistics			2	5	5			6		18	18
	Evaluation		10								10	20
	Total		10	10	10	15	10		27	8	10	100

Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN