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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Faculty of Economics**

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

**COURSE SYLLABUS**

**Global retail networks**

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(name of the discipline/module)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

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

**International marketing**

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

## 1. COURSE GOALS

The aim of the course "Global Retail Networks" is to look at the current organization and functioning of the international retail chains in the global economy. It covers the basic characteristics of retail trade at the present stage, the structure of logistics for international retailers, as well as medium and long-term trends in the global distribution network.

The course combines the study of theory and modern concepts with application of practical research methods global retail chains. The course material allows for future marketing professionals to freely navigate in the peculiarities of the retail chains on the global market and to build models of proposed changes in their structure on the basis of advanced planning..

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Global retail networks" 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)
UC-2	Able to manage the project at all stages of its life cycle	UC-2.1. Formulates a problem, the solution of which is directly related to the achievement of the project goal; UC-2.2. Defines the links between the tasks set and the expected results of their solution; UC-2.3. Within the framework of the tasks set, determines the available resources and restrictions, the applicable legal norms; UC-2.4. Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal norms and available resources and limitations; UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control.

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Global retail networks" refers to the Variety part formed by the participants of the educational relations of the block B.1.V.13 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Global retail networks".

*Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline*

Code	Competence name	Previous courses	Next courses
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Code	Competence name	Previous courses	Next courses
UC-2	Able to manage the project at all stages of its life cycle	Finances organizations	Methodology of management problems research Digital marketing Research work

\* - it is filled in in accordance with the matrix of competencies and SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Global retail networks" is 3 credit units.

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

Type of educational work		Total	Semester			
			1	2	3	4
<i>Contact work, ac.h.</i>		108			108	
Lectures (LC)		18			18	
Laboratory work (LR)						
Practical/seminar classes (SZ)		18			18	
Independent work of students, ac.h.		54			54	
Control (exam / test with assessment), ac.h.		18			18	
<b>Total labor intensity of the discipline</b>	academic hours	<b>108</b>			<b>108</b>	
	credits	<b>3</b>			<b>3</b>	

#### 5. COURSE CONTENT

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

COURSE PART NAME	PART CONTENT	WORK TYPE
Topic 1. Modern tendencies of development of retail trade	The meaning and function of retailing. Forms of retail trade. Modern trends in world commodity markets. The influence of macro factors on the modern structure of retail trade, both globally and at the regional level. Changes in the structure of distribution channels. Success factors in the retail trade. Long-term and medium-term prospects of development of retail trade by region.	LTR, SS

<b>COURSE PART NAME</b>	<b>PART CONTENT</b>	<b>WORK TYPE</b>
Topic 2. Retail formats	The concept of format retail company and its main features. Features of the organization and structure of retail formats. The theory of the evolution of the retail trade. The impact of digital technologies on the development of retail formats. Vertical and horizontal integration of trade enterprises.	LTR, SS
Topic 3. Features of trade networks structure	Characteristics of the trade network. Options for the establishment of trade networks and the fundamental complexity of their formation. A strategic model of trade network development. Wholesale trade and distribution channels. The role of franchising in the formation of modern retailers. The types of Franchising agreements	LTR, SS
Topic 4. Transnational companies	<p>The concept of international corporations in the Annex to the retail trade. The distinctive features of multinational corporations and their typology. Structure of TNCs. Transnational and multinational corporations. Transfer prices. Stages of formation and evolution of transnational corporations.</p> <p>Modern features of the activities of TNCs and their strategies. The role of multinational corporations as subjects of international economic relations. TNCs in world regions: differential impact and the characteristics of their activities in developed, developing and transition economies. The effects of TNC activities in the world economy and problems of its regulation</p>	LTR, SS
Topic 5. The distribution networks at foreign markets	Macroeconomic factors of retailers on foreign markets. Problems of international positioning. The analysis and selection of target markets for expansion. Outlet retailers to the international market. The complexity of adaptation / standardization.	LTR, SS
Topic 6. Leading global retail network	Structure and development characteristics of the leading retail chains in the world. The form of ownership. Competitive advantage. The factors which have or will impact success. Regional peculiarities. Assortment policy. Methods of entering foreign markets. Globalization and retail chains. Procurement and competition policy.	LTR, SS
Topic 7. Features of the logistics structure of global retail chains	The concept of "supply chain Management" in the global retail chains. Features of retail distribution systems at the international level. Push and Pull logistics. Technology "Just-in-time" and "Effective Consumer Response". Warehouse activity. Inventory management. Features of procurement.	LTR, SS
Topic 8. Features of mar-	The differences between the marketing of national	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
keting at global retail chains	and global retail chains. The philosophy and mission of the global retail chains. Relationship of strategic and operational marketing. The influence of culture. Segmentation. The structure of distribution channels.	
		LTR, SS

## 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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *a). Main sources*

- 1) Kuznetsova, G. V. International trade in goods and services : textbook and practice for universities / G. V. Kuznetsova, G. V. Podbilina. - 4th ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 792 c. - (Higher Education). - ISBN 978-5-534-18673-4. - Text : electronic // Educational platform Yurait [site]. - URL: <https://urait.ru/bcode/567512> (date of address: 27.03.2025).
- 2) Magomedov, A. M. Economics of trade organizations : a textbook for universities / A. M. Magomedov. - 3rd ed., rev. and ext. - Moscow : Yurait Publishing House, 2025. - 286 c. - (Higher education). - ISBN 978-5-534-16833-4. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/564019> (date of address: 27.03.2025).
- 3) .

### *б) Supplementary sources*

1. Supermarket Wars: Global Strategies for Food Retailer, Andrew Seth, Geoffrey Randall, Palgrave Macmillan, 2005
2. The Making of Tesco: A Story of British Shopping, Sarah Ryle, Bantam Press, 2013
3. The Wal-Mart Effect: How an Out-of-town Superstore Became a Superpower, Charles Fishman, Penguin, 2007.
4. Luzina, T. V. Pricing in foreign trade : a textbook for universities / T. V. Luzina, S. S. Reshetnikova. - Moscow : Yurait Publishing House, 2025. - 278 c. - (Higher education). - ISBN 978-5-534-07444-4. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/564908> (date of address: 27.03.2025)..

*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](http://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](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

*Information and reference portals:*

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://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 "Global retail networks" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989&notifyeditingon=1>

## **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 "Global retail networks" are presented in the Appendix to this Work Program of the discipline

**Developers:**

**Associate Professor of the Marketing Department**

**Chernikov S.U.**

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Signature

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Full name

**Head of Marketing department**

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**Lukina A.V.**

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Signature

Full name

**Head of EP HE  
Marketing dept**

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**Zobov. A.M.**

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Signature

Full name