



SLC. MS.040. LS09001. 1693



SYLLABUS

**INTERNATIONAL EUROPEAN
UNIVERSITY**



**EUROPEAN SCHOOL
OF BUSINESS**

**Department of Management, Finance and Business
Administration**

2024

1 Course title and educational program

Logistics
Management EP, Marketing EP

2 Course description

The academic discipline is the theoretical and practical foundation of the set of knowledge and skills forming the profile of a management specialist. Mastering the theoretical knowledge of logistics, acquiring practical skills and abilities to use the principles and methods of logistics management is aimed at making students understand the appropriate structure of process and system flow processes in activities of any enterprise. The main objective of the Logistics discipline is to provide students with a systematic view of the essence of logistics as a modern concept of anti-crisis management and a tool for ensuring the competitiveness of both individual business entities and the entire supply chain.

3 Prerequisites for study

The educational component is based on theoretical and practical knowledge acquired in the following disciplines: Management, Operations Research, Organizational Theory, as well as is interrelated with Controlling and Operations Management disciplines.

4 Number of credits/hours

3 ECTS credits / 90 academic
hours

5 Mode of study

Blended learning

6 Classroom location

<https://dist.ieu.edu.ua/course/index.php?categoryid=637>

7 Lecturer's full name

Oleksandr Zarakhovskiy, PhD in Cultural Studies, Associate Professor at the Department of Tourism, Social Sciences and Humanities

8 Department

Department of Tourism, Social Sciences and Humanities



9 Office location

42V Akademika Hlushkova Ave., Kyiv, room 504

10 Consulting

Every Wednesday from 3 p.m. to 4:30 p.m. by appointment via corporate e-mail

11 Lecturer's e-mail address

oleksandrzarakhovskiy@ieu.edu.ua

12 Course objectives

- acquisition and systematization of knowledge of the essence of interaction between logistic concepts, technologies, and systems;
- learning the specific features of system and operational approaches in logistics;
- to provide students with methodical tools for making optimal management decisions in different functional areas of logistics;
- mastering skills of logistic thinking and development of suggestions to improve logistic systems and mechanisms of their functioning;
- acquisition of skills to assess the economic efficiency of logistic solutions and consequences of logistic decisions.

Specialty: 073 Management

PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.

PLO 4. To show skills in defining problems and grounding managerial decisions.

PLO 5. To describe the content of functional areas of organization operations.

PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 8. To apply management methods for ensuring efficient organization operations.

PLO 11. To show skills in analyzing the situation and carrying out communications in different areas of organization activities.

PLO 12. To assess legal, social and economic consequences of organization functioning.

PLO 18. To identify ecological and economic and legal consequences of enterprise functioning in the context of social steady development.

PLO 20. To show skills in applying information, communication and innovative technologies.

Specialty: 075 Marketing

PLO 11. To show the ability to apply an interdisciplinary approach and carry out marketing functions of a market entity.

PLO 17. To show written and oral professional communication skills in state and foreign languages, as well as the appropriate use of professional terms.

Students should know: history of the development of logistics as a scientific and practical area; conceptual and categorical apparatus of logistics and basic logistics concepts; key principles and methodology of logistics; conceptual foundations of service logistics; the role of logistics in sustainable development.

Students should be able to: independently organize joint activities of enterprise's divisions for efficient promotion of products in the chain: raw material procurement – production of goods – distribution – sales – consumption based on integration and coordination of logistic operations and functions; choose an appropriate logistic strategy; apply logistic principles in organizing enterprise activities.

SECTION 1. THEORETICAL FOUNDATIONS OF LOGISTICS

Topic 1.1. Historical prerequisites for the development of logistics

Topic 1.2. The essence of modern logistics: key concepts and classifications

Topic 1.3. Scientific and practical concepts of logistics

SECTION 2. MODERN LOGISTICS SERVICES MARKET

Topic 2.1. Conceptual foundations of service logistics

Topic 2.2. Supply, production, and distribution logistics

Topic 2.3. Information logistics

Topic 2.4. Sustainable development logistics and integrated logistics

16 Books, materials, sources

Primary:

1. V.M. Kyslyi, O.A. Bilovodska, O.M. Olefirenko, O.M. Solianyuk. Logistics. Theory and Practice. – K.: Center for Educational Literature, 2019. 360 p.
2. M.A. Oklander. Logistics: Textbook. – K.: Center for Educational Literature, 2021. 346 p.
3. V.M. Marchenko. Logistics: Textbook. K.: Artek Publishing House, 2018. 312 p.
4. N.M. Zubar, M.Y. Hryhorak. Logistics in the Restaurant Industry. K.: Center for Educational Literature, 2019. 312 p.
5. Y.V. Krykavskiy. Logistic Systems: Textbook. Lviv: Publishing House of Lviv Polytechnic National University, 2019. 288 p.

Additional:

1. V.H. Banko. Tourist Logistics: Study Guide. Kyiv: Dakor, KNT, 2008. 204 p.
2. I.H. Smyrnov. Tourism Logistics: Study Guide. Kyiv: Knowledge, 2009. 444 p.
3. Y.B. Oliinyk. I.H. Smyrnov. International Logistics: Study Guide. Kyiv: Obrii, 2011. 544 p.
4. I.H. Smyrnov. Transport Logistics: Study Guide. Kyiv: Center for Educational Literature, 2008. 224 p.

17 Course technical requirements

To work on the Logistics course, you need regular access to a computer (or phone) and the Internet. In order to successfully study and pass the discipline exam, you should explore the distance learning platform (Moodle) and gradually study all discipline materials placed there. You will also have to create and download relevant documents, as well as watch video materials.

You can use the distance platform only using corporate e-mail.

If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.

18 Learning process

The Logistics course consists of lectures, seminars, and practical classes.

Lectures use the following training methods:

lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.

Practical classes use the following training methods:

questioning, testing, performing individual and team tasks, preparing reports and presentations.

Seminars use the following training methods: *discussion, reports, brainstorming.*

19 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	5 th and 7 th semesters	available	3 rd and 4 th years	Professional training

You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, and how you perform independent work tasks. Your ability to present your report is assessed additionally. Besides, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.

Activities during the semester	Maximum amount of points during the semester
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15
Reports with presentation (4 pcs.)	20
Tests (1 pc.)	0
Modular test work (1 pc.)	15
Individual research task (admission to the exam)	10
Total	60

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the exam (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.

22 Grading scale (ECTS)

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C		
66-73	D	satisfactory	
60-65	E		
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline



23 How to find out your grade

To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on the Moodle distance learning platform.

You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 504).

24 Course policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work, and discussion seminars. During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time, and not leave classes without lecturer's permission. All academic assignments and works should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development.

Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

25 Grading scale

Students who miss the current control for *valid reasons* confirmed by documents have the right to take current control **within two weeks** after returning to studying.

Students who have missed classes *without valid reasons*, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record. Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.



All participants in the educational process rely on the academic integrity principles.



26 Late task performance, correction of grades, making up missed classes

Tasks should be submitted via the Moodle distance learning platform by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class. If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.

If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.

Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.



27 Lecturer's response time

Via corporate e-mail, within 24 hours.

28 Efficient communication

Efficient communication is a two-way street!!!

Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform.

29 Policy of publication and distribution of course materials

Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.

Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.

Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.

30 Expected student workload and engagement

During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).

If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.

The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.

31 Support services

E-schedule

Library

<i>Lecture topics</i>	<i>Practical classes</i>
<i>Topic 1.1. Historical prerequisites for the development of logistics</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
<i>Topic 1.2. The essence of modern logistics: key concepts and classifications</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
<i>Topic 1.3. Scientific and practical concepts of logistics</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
<i>Topic 2.1. Conceptual foundations of service logistics</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
<i>Topic 2.2. Supply, production, and distribution logistics</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
<i>Topic 2.3. Information logistics</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study

	<ol style="list-style-type: none"> 5. <i>Writing a report</i> 6. <i>Tests</i>
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<i>Topic 2.4. Sustainable development logistics and integrated logistics</i>	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i>
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If you want to succeed in this discipline, you should be:

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!

