

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**ЗАТВЕРДЖЕНО**

на засіданні кафедри  
менеджменту, логістики та інновацій  
Протокол №2 від 31.08.2023 р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

**КОМЕРЦІЙНА ЛОГІСТИКА**

робоча програма навчальної дисципліни (РПНД)

Галузь знань 07 "Управління та адміністрування"  
Спеціальність 073 "Менеджмент"  
Освітній рівень перший (бакалаврський)  
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Статус дисципліни вибіркова  
Мова викладання, навчання та оцінювання англійська

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Гарант програми

Тетяна КОЛОДІЗЄВА

Харків  
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**APPROVE**

at the meeting of the department  
management, logistics and innovation  
Protocol No. 2 of 31.08.2023.



Vice-rector for educational and methodical work

Karina NEMASHKALO

**COMMERCIAL LOGISTICS**

**Program of the course**

Field of knowledge	<b>07 "Management and administration"</b>
Specialty	<b>073 "Management"</b>
Study cycle	<b>first (bachelor)</b>
Study programme	<b>"Logistics"</b>
Course status	<b>selective</b>
Language	<b>English</b>

Developer:  
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**Kharkiv  
2023**

## INTRODUCTION

In market conditions, commercial logistics is a tool for effective management of logistics systems, which is a set of logistics processes and operations arising in the process of buying and selling, exchanging and bringing material and aggregate flows to consumers. Commercial logistics in the market of goods and services implements modern logistics approaches to optimize relations with partners, selection of optimal logistics solutions in the conditions of commercial activity, helps to minimize costs in logistics chains.

The purpose of the course is to provide students with the necessary theoretical foundations, methodological recommendations and practical skills for substantiating and making optimal management decisions in commercial logistics using modern information technologies.

The tasks of the course are:

study of the main legislative and regulatory acts that regulate commercial activity;  
acquisition of abilities and skills of creative search for reserves and methods of increasing the efficiency of logistics intermediaries;

acquisition of skills and management and optimization of flow processes in commercial activities.

The object of study of the course is the process of managing flow processes in commercial logistics.

The subject of the course is the study of the conceptual foundations of commercial logistics, the main principles of effective use of logistics in the commercial practice of enterprises, the study of the peculiarities of the development of functional areas of commercial logistics and the formation of information support for making effective logistical decisions.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competences formed by the educational discipline

<b>Learning outcomes</b>	<b>Competences that must be mastered by a student of higher education</b>
LO4	SC2
LO 6	SC4
LO 8	SC 7
LO 18	SC9
LO 21	SC 16

where, SC2. Ability to analyse the results of the organisation's activities, compare them with the factors of influence of the external and internal environment.

SC4. Ability to identify the functional areas of the organisation and the links between them.

SC7. Ability to select and use modern management tools.

SC9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

SC16 Ability to formulate a comprehensive programme to improve the competitiveness of the company in the national and international markets in terms of logistics as a new paradigm of business activity.

LO4. Demonstrate skills in identifying problems and justifying management decisions.

LO6. Demonstrate skills in searching, collecting and analysing information, calculating indicators to justify management decisions.

LO8. Apply management methods to ensure the effectiveness of the organisation.

LO18 Use the principles and methods of logistics in the overall management system of the enterprise to reduce costs and optimise logistics flows and processes of organisations.

LO21. Identify ways to optimise the flow of goods in the national and international markets, a set of product properties that determine its suitability to meet the needs of consumers and use this knowledge to organise safe storage and transportation of goods.

## **COURSE CONTENT**

### **Content module 1. Methodological principles of commercial logistics**

#### **Topic 1. Commercial logistics as a direction of increasing the competitiveness of enterprises**

##### **1.1. Concept and content of commercial logistics.**

The main functions of commercial logistics. Principles, goals and objectives of commercial logistics.

##### **1.2. Development trends of commercial logistics.**

The mechanism of influence of commercial logistics on increasing the competitiveness of the enterprise.

#### **Topic 2. Objects and subjects of commercial logistics**

##### **2.1. Objects and subjects retail trade**

Commercial functions services enterprises. Kinds subjects trade activity

##### **2.2. Composition and structure objects and subjects wholesale trade market.**

Organization economic connections of supply goods Classification economic connections Kinds contracts in trade

#### **Topic3. Research goods market and services**

##### **3.1. Concept and economic content markets**

Classification and storage structural elements enterprises markets The main ones functions and features commodity market. Development commodity market in

Ukraine.

### **3.2. Essence, functions commercial and intermediary activity**

Classification trading mediators

## **Topic 4. Commercial logistics in the field of international trade**

### **4.1. Essence international trade as spheres commercial activity**

Features and different types international commercial operations

### **4.2. Process entrepreneurship in sphere international trade.**

Features contracts International rules INCOTERMS.

## **Content module 2. Functional areas of commercial logistics**

### **Topic 5. Procurement logistics and optimization of procurement decisions**

#### **5.1. Peculiarities of procurement logistics**

Essence, content and methods purchases goods Research and search for commercial partners for the purchase of goods. Classification suppliers.

#### **5.2. Selection of procurement method.**

Optimization of purchasing decisions. Peculiarities about birds procurement

### **Topic 6. Sales logistics in commercial activity .**

#### **6.1. Sales commercial enterprise activity.**

Essence and place wholesale trade in market processes.

#### **6.2. Functions and types of wholesale trade**

Kinds wholesale enterprises and their classification. Organization of wholesale logistics sales goods

#### **6.3. Retail features sales goods and electronic trade**

Classification forms and methods retail sales goods Organization electronic trade Granting systems services in enterprises trade

## **Topic 7. Marketing and logistics in commercial activity**

### **7.1. Relationship of marketing and logistics in commercial activity.**

Tasks and methods of studying customer demand. Marketing and logistics strategies on sale

### **7.2. Influence of assortment policy of marketing on commercial logistics.**

The concept and classification of the assortment of goods. Formation assortment goods in stores

## **Topic 8. Efficiency and risks in commercial activity.**

### **8.1. System indicators efficiency in trade**

Essence and system indicators efficiency in trade Indicators of evaluation of the efficiency of the use of the warehouse network wholesale trade

### **8.2. Risks in commercial activity**

Essence economic risks and their place in commercial activity Methodical tools for assessing the level of commercial risk of an enterprise.

The list of practical and laboratory studies in the course is given in table. 2

Table 2

### **The list of practical and laboratory studies**

Name of the topic and / or task	Content
Topic 2. practical studie 1.	Methods of selecting suppliers and intermediaries
Topic 3. laboratory studie 1.	Optimization of logistics solutions of commercial activity in the field of international trade
Topic 4. laboratory studie 2.	Criteria and indicators of the effectiveness of commercial activity in the organization of the sale of goods
Topic 4. practical studie 2.	Determining the effectiveness of commercial and intermediary activities
Topic 5. laboratory studie 3.	Determination of product range and supplier based on full cost analysis
Topic 6. laboratory studie 4.	Optimization of decisions regarding the organization of product sales channels.
Topic 7. practical studie 3.	The use of modern methods of management decision-making in commercial logistics
Topic 8. laboratory studie 5.	Risk calculations in commercial activity

The list of self-studies in the course is given in the table. 3.

### List of self-studies

Name of the topic and / or task	Content
Topic 1 - 8	Study of lecture material, legislative and regulatory acts
Topic 1 - 8	Preparation for practical, laboratory classes, problem solving
Topic 1 - 8	Essay writing
Topic 1 - 8	Presentation preparation
Topic 1 - 8	Preparation for control works

The number of hours of lectures, practical (seminar), laboratory studies and hours of self-study is given in the technological card of the course.

### TEACHING METHODS

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Verbal: lecture (Topic 1 - 8), problem lecture (Topic 6).

In person (demonstration (Topic 1-8)).

Practical and laboratory (Topic 2 - 8), essay.

### FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

**Current control** is carried out during lecture, practical and laboratory classes and is aimed at checking the level of preparedness of the higher education applicant to perform a specific job and is evaluated by the sum of points scored:

– for disciplines with a form of semester control examination (exam): the maximum amount is 60 points; the minimum amount that allows a student of higher education to pass an exam is 35 points.

**The final control** includes the semester control and certification of the student of higher education.

**Semester control** is conducted in the form of a semester exam (exam). The semester exam (exam) is taken during the exam session.

The maximum number of points that a student of higher education can receive during the examination (examination) is 40 points. The minimum amount for which the exam is considered passed is 25 points.

*The final grade in the course* is determined by:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the academic discipline, the following control measures are used:

Current control: test control on lecture topics (10 points), competence-oriented tasks (20 points), written control work (20 points), essay (10 points).

Semester control: Grading including Exam (40 points).

More detailed information about the assessment system is provided in the technological card of the course.

An example of an exam card paper and assessment criteria.

An example of an exam card and assessment criteria.

### **An example of an examination paper**

Semyon Kuznets Kharkiv National University of Economics  
First (bachelor) level of higher education  
"Management" specialty  
Study programme "Logistics".  
course "Commercial logistics"

#### **EXAMINATION TICKET No. 1**

##### ***Task 1 (test). (10 points)***

**1. In the course of commercial activity, enterprises perform the following functions:**

a) study the demand of the population and the market for the sale of goods; b) determine the metrological characteristics of measuring instruments; c) conduct wholesale and retail trade; d) all answers are correct.

**2. The constituent parts of the wholesale commodity market are:**

a) individual consumers; b) households; c) production enterprises; d) all answers are correct. .

**3. A participant (entity) of the wholesale market is:**

a) production enterprises; b) commercial and intermediary formations; c) bodies of state regulation and social protection; d) all answers are correct.

**4. The maximum volume of goods that is allowed for import and export during a certain period provides:**

a) licensing ; b) clearing;  
c) quota; d) barter.

**5. The main method of purchasing goods:**

a) wholesale purchases of goods in one batch; b) purchases as necessary; c) wholesale purchases with periodic delivery in agreed lots; d) all answers are correct.

**6. Primary market research is the following source:**

a) contacts with suppliers, their competitors; b) contacts with intermediaries;  
c) visiting fairs and exhibitions, which provides rich information about the assortment and quality of goods, their prices, etc.; d) all answers are correct.

**7. The main criteria for choosing suppliers of goods:**

a) remoteness of the supplier from the consumer; b) the ability of the supplier to provide replacement of low-quality goods and after-sales service;



c) quality of service; d) terms of execution of current and emergency orders.

8. **Electronic trade is** : a) a form of wholesale sale of goods and services to end consumers from electronic stores ; b) form of retail sale of goods and services to end consumers from electronic stores; c) wholesale and retail sale of goods and services to end consumers from electronic stores; d) all answers are correct.

9. **B2B (business-to-business) system:**

a) includes all levels and types of interaction between subjects - legal entities; b) is characterized by the fact that the participants in the commercial process are natural persons and legal entities (trading companies); c) service of the state order; d) auction trade between individuals, commission trade, barter agreements are adjacent to this system. 10. **A decision in favor of own production and against purchases can be made under the following conditions:**

a) if the need for component products is small;  
b) if suppliers cannot provide adequate quality;  
c) if there is flexibility regarding the choice of possible sources of supply and substitute products;  
d) in the absence of administrative or technical production experience.

**Task 2 (15 points)**

The seller of a private store (wholesale buyer) decides what quantity of the product needs to be purchased: 1000 or 2000 units? In the case of a wholesale purchase of 1,000 units of the product, the costs will amount to UAH 200,000. per unit, and 2,000 units – 180,000 hryvnias. per unit The entrepreneur will sell goods for UAH 300,000. per unit But he does not know whether there will be demand for this product. All goods not sold within the known period can be sold a little later, but only at a price of UAH 100,000. per unit The received information based on which the probability that the demand is 1000 units is 0.5, and the probability that the demand will be at the level of 2000 units is also 0.5.

**Task 3 (15 points)**

The enterprise (company) has several sales channels for a certain range of products (providing services). Uncertainty in probable fluctuations in the demand for products (services) of this firm (company) is caused by the degree of dependence on changes in market conditions. There are three strategies for the production of products (providing services): UAH 2,000 thousand; UAH 3,000 thousand; and UAH 4,000,000. depending on changes in the market situation, the company's specialists calculated options for the average annual profit. These options are presented in the form of a solvency matrix, taking into account the expected values of losses associated with the storage of unsold products:

Volume of production	The amount of profit depends on the demand			
	1000	2000	3000	4000
2000	350	1400	1400	1400
3000	-20	1040	1400	1400
4000	-380	680	1740	2800

Choose the optimal strategy for this enterprise according to the Savage criterion .

Approved at the meeting of the Department of Logistics and Innovation Management No. \_\_\_\_\_ dated "\_\_\_" \_\_\_\_\_ 20\_\_.

Examiner of Science of Economics , Assoc. Kateryna MELNYKOVA

Chief Department of Economics , Prof. Olena Yastremska

## Evaluation criteria

**The final marks for the exam** consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

### **Task 1 (test). (10 points)**

For each correct test, if calculations are available - 1 point.

### **Task 2 (diagnostic). (15 points)**

5 – the specified amount of the purchase volume is given;

5 – probable profit or loss is calculated ;

5 – conclusions and proposals for optimization of the logistics solution are made.

### **Task 3 (heuristic). (15 points)**

5 – the algorithm of actions and necessary calculations is given;

5 – the optimal strategy is determined.

5 – conclusions and proposals for optimizing the logistics solution are made .

## RECOMMENDED LITERATURE

### Main

1. Luon Ken/ Logistics and Supply Chain Innovation: A Practical Guide to Disruptive Technologies and New Business Models, kogan page. 2022.- 416 p.

2. John J. Supply Chain Management: A Logistics Perspective/John J. Coyle Jr. Langley C. John Robert A. Novack Brian J. Gibson. – Cengage Learning 20, Channel Center Street Boston, MA02210 USA, 2016. – 639 p.

3.Rushton A., Croucher P., Baker P. The Handbook of Logistics and Distribution Management. 2022 - 824 p.

4. Логістика : навч. посіб. для студентів галузі знань 0306 «Менеджмент і адміністрування» всіх форм навчання / К. В. Мельникова, Т. О. Колодізева, О. В. Авраменко та ін. / під заг. ред. О. М. Ястремської. — Х. : ХНЕУ ім. С. Кузнеця, 2015. — 307 с. Режим доступу: <http://www.repository.hneu.edu.ua/jspui/handle/123456789/12240>

### Additional

5. Chen C., Chen Y., Jayaraman V. Pursuing Sustainability: OR/MS Applications in Sustainable Design, Manufacturing, Logistics, and Resource Management [1 ed.] Springer, 2021. 417 p.

6. Kolodizieva T. Assessment of logistics service quality based on the application of fuzzy methods modeling / T. Kolodizieva , E. Zhelezniakova , K. Melnykova et al. // Problems and Perspectives in Management. – 2022. – No. 20 (3).

- P. 552-576. [Electronic resource]. - Access mode:  
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7. Melnykova, K. (2023). Mechanisms of achieving sustainable micrologistics system functioning. *Development Management*, 21(2), 30-38. doi: 10.57111/devt/2.2023.30.

8. Hajdukiewicz A., Pera B. Factors affecting the choice of Incoterms: The case of companies operating in Poland. *International Entrepreneurship Review*. 2021. Vol. 7. pp. 35-50. DOI: <https://doi.org/10.15678/IER.2021.0704.03>

9. Rushton, A. *The handbook of logistics and distribution management: understanding the supply chain* / Alan Rushton, Phil Croucher, Peter Baker. Revised edition of *The handbook of logistics & distribution management*, 5th ed., London , 2014. – 690 p.

10. Strokovych H. Analysis of effectiveness of logistic activity in Ukraine // H. Strokovych, O. Shaparenko / *Changing paradigm in Economics and Management System*. – 2020. – Vol. III. [Electronic resource]. - Access mode: <http://repository.hneu.edu.ua/handle/123456789/22849>

#### **Information resources**

11. ULA Ukrainian Logistics Alliance.[Electronic resource]. - Access mode: <https://ula-online.com/enhome>

12. ELA, the European Logistics Association.[Electronic resource]. - Access mode: <http://www.elalog.eu/>