

# **SYLLABUS OF THE COURSE**

## **TRADE ORGANIZATION**

**Level of higher education: first (bachelor).**

**Speciality:** – 076 Entrepreneurship, trade and exchange activities.

**Educational program** – Entrepreneurship and commercial activity.

**Discipline status** – obligatory.

**Lecturer:** Dovbush V.I., associate professor of entrepreneurship and business department.

### **1. Course annotation:**

**Semester:** 5, 6.

**Module volume:** total number of hours – 270, of them: lectures – 48 hours; practical – 72 hours, individual work – 150 hours; number of ECTS credits – 9.

**The purpose of the course** – formation of future specialists' systematic knowledge of the theoretical foundations and modern organization of trade activities of domestic and foreign trade enterprises and organizations, acquaintance with the methods of economic and mathematical calculations, modeling of market situations, solving complex problems.

#### **The results of discipline' studying:**

*to know:* types and main directions of development of trade enterprises; the sequence of passing of goods on the way from production to consumption; organizational and economic problems of wholesale and retail trade; state and ways of development of trade warehousing; rational methods of supply, its optimal parameters; the procedure and main directions of creating progressive models of trade customer service; organization of transport-forwarding and container operations; organization of work in warehouses and shops;

*be able:* to determine the best methods of selling goods; to justify effective options location of a commercial enterprise; to perform an analysis of the effectiveness of the use of retail space of different types of stores; to optimize trade and technological solutions in promoting goods on the market; to organize internal warehousing trade and technological operations; to organize in-store trade and technological operations; to take measures in order to improve the quality of trade services to consumers;

*be able to demonstrate:* necessary theoretical and practical knowledge of organizational construction of wholesale and retail trade, organization of wholesale trade, organization of transportation of goods, containers and organization of container economy, organization of retail trade and improvement of trade and technological processes and operations;

*to possess the skills in:* teamwork, finding legal and economic information for making grounded administrative business decisions using modern methods and tools of trade activities for the organization of new progressive forms of trade and improving the economic mechanism of the industry; trade and technological processes, packaging and transport economy; business communication;

*to solve independently:* tasks and problems of increasing the efficiency of business in the field of trade.

**Required training components (prerequisites, co-requisites, post-requisites):** basics of entrepreneurship, business economics, statistics, finance, service management, marketing.

**Course content:** Topic 1. Organization and functional structure of trade. Topic 2. Organizational foundations of retail trade. Topic 3. Organizational foundations of operation, construction and development of retail trade. Topic 4. Construction, arrangement and design of retail chains. Topic 5. Organization of trade and technological process in the store. Topic 6. Organization of sales of goods and customer service in stores. Topic 7. Non-store forms of trade services. Topic 8. Norms and rules of trade service. Topic 9. Organizational foundations of wholesale trade. Topic 10. Organization of wholesale purchases and sales of goods and their documentation. Topic 11. Warehouse network. Topic 12. Organization of technological processes and work in warehouses. Topic 13. Organization and technology of supply of retail trade network. Topic 14. Organization of trade and freight forwarding services. Topic 15. Organization and technology of container operations in trade.

**Types of training lessons:** lecture, practical, consultation.

**Forms of final control:** test (semester 5), exam (semester 6).

**Tools for diagnosing studying success:** individual tasks, list of questions, sets of test tasks for current control, sets of test tasks for final control.

**Language of studying:** Ukrainian.

## 2. Assessment:

### Distribution of points received by students

Current testing and individual work									Sum		
Content module 1. Semester 5											
T1	T2	T3	T4	M1	T5	T6	T7	M1			
5	5	5	5	15	10	10	10	15	100		
Individual tasks (creative works, exercises)											
20											
Current testing and individual work									Sum		
Content module 2. Semester 6											
T8	T9	T10	T11	M1	T12	T13	T14	T15	M2	Exam	
5	5	5	5	10	5	5	10	10	10	10	100
Individual tasks (creative works, exercises)											
20											

### Distribution of discipline's points

Types of assessment	Content module 1. Semester 5							Total
	T1	T2	T3	T4	T5	T6	T7	
Speech at the practical lesson	2	2	2	2	5	5	5	23
Presentations (essay)	3	3	3	3	5	5	5	27
Individual tasks (creative works, exercises)	20							20
Current (modular) control	30							30
<b>Total of discipline</b>								<b>100</b>

Types of assessment	Content module 2. Semester 6								Total
	T8	T9	T10	T11	T12	T13	T14	T15	
Speech at the practical lesson	2	2	2	2	2	2	5	5	22
Presentations (essay)	3	3	3	3	3	3	5	5	28
Individual tasks (creative works, exercises)	20								20
Current (modular) control	20								20
Exam	10								10
<b>Total of discipline</b>									<b>100</b>

### Exam assessment criteria:

The exam is conducted in the form of testing and is evaluated from 0 to 10 points.

Total number of test questions is – 75.

Each correct answer is worth of 0,133 point.

The maximum score is 10 points.

### Compliance with the scales for assessing the quality of learning material

Score on a national scale for exam, TP, CW / offset /	Score in points	Evaluation on the ECTS scale	Explanation
<b>Perfectly/credited</b>	90-100	<b>A</b>	<b>Perfect</b> (excellent performance with only a small number of mistakes)
<b>Good/credited</b>	82-89	<b>B</b>	<b>Very good</b> (above average with several mistakes)
	74-81	<b>C</b>	<b>Good</b> (in general correct execution with a number of significant mistakes)
<b>Satisfactorily/credited</b>	64-73	<b>D</b>	<b>Satisfactorily</b> (not bad, but with a significant number of mistakes)
	60-63	<b>E</b>	<b>Enough</b> (execution meets the minimum criteria)
<b>Unsatisfactorily/not credited</b>	35-59	<b>FX</b>	<b>Unsatisfactorily</b> (with the possibility of reassembly)
	0-34	<b>F</b>	<b>Unsatisfactorily</b> (with mandatory re-study of the discipline)

### 3. Course policy:

3.1. Mandatory observance of academic integrity by students, namely:

- independent execution of all types of work, tasks, forms of control provided by the work program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the law on copyright and related rights;
- providing reliable information about the results of their own educational activities, used research methods and sources of information.

3.2. Current control is carried out during practical classes and aims to check the level of readiness of higher education students to perform specific work. The object of current control of knowledge are: oral reports, results of blitz-surveys, solving problems in practical classes; attending lectures and activity at them; performing tasks for self-study.

3.3. After each content module, a control event is held in the form of a modular test in order to check the level of assimilation of material by students. Execution of modular tests is a mandatory measure of the boundary section of students' knowledge, which allows the teacher to orient in the directions and forms of further work and teaching the discipline. This event helps students to consolidate the knowledge of a particular content module and accumulate points.

3.4. Works that are submitted in violation of deadlines without valid reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are valid reasons.

3.5. Attendance is mandatory. All class absences are completed by oral recomposition of the topic and performance of missed classes. For objective reasons (for example, illness, international internship) studying can take place individually (in agreement with the dean of the faculty).