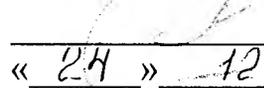


Educational Institution "Belarus State Economic University"

**APPROVED**

Rector for Educational Institution  
"Belarus State Economic University"

 A.V. Yegorov  
« 24 » 12 2025

Reg. No 6854-25, academic

## **LOGISTICS IN E-COMMERCE**

The curriculum of the educational institution  
for the specialty 7-06-0413-01 " Commerce "

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0413-01-2023, the curriculum for the majors 7-06-0413-01 "Commerce"

COMPILERS:

S.V.Dirko, Associate professor of the Department of Logistics and Price Policy, Belarus State Economic University, Ph. D. (Economics);

O.V.Erchak, Head of the Department of Logistics and Price Policy, Belarus State Economic University, Ph. D. (Economics)

REVIEWERS:

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V.S.Golik, Head of the Department of Marketing, Belarus State Economic University, Ph. D. (Economics)

RECOMMENDED FOR APPROVAL:

Department of Logistics and Price Policy of the Educational Institution "Belarusian State Economic University"

(protocol № 2, dated on September 11, 2025);

Methodological commission for the specialties "Commercial activity", "Commerce" "Real estate economics" of the educational institution "Belarusian State Economic university"

(protocol № 2, dated on November 28, 2025);

Scientific and methodological council of the educational institution "Belarusian State Economic University"

(protocol № 2, dated on December 2, 2025).

## EXPLANATORY NOTE

The curriculum for the academic discipline "Logistics in e-commerce" is aimed at using the concept of logistics in practical activities in the field of e-commerce. The importance and relevance of the discipline is explained by the fact that logistics provides planning, organization and control of flows in the field of e-commerce to create a sustainable competitive advantage in terms of quality, flexibility, lead time and cost.

The resources optimization, associated with the management of flows processes in companies, is achieved through the successful application of logistics concepts, systems and technologies. The best result in business is achieved by those companies that use the concept of integrated logistics, which allows combining the efforts of the managing personnel of the company, its structural divisions and logistics partners in the end-to-end management of material and associated flows.

**The purpose of the discipline** is to develop in Masters systemic knowledge and skills for using principles and techniques of logistics in the general system of e-commerce management.

**The objectives of the discipline** are the following:

- to take knowledge of logistic management of different flows in organization and supply chain;
- to become proficient in methods of measurement and assessment of logistic activity;
- shaping in analysis, assessment and planning of logistic costs;
- to describe methods and approaches to management of upstream and downstream in e-commerce.

On completion of this course, master's degree students should have the following competence:

**specialized:**

Apply methods for selecting and justifying the structure of logistics channels in e-commerce.

As a result of the discipline studying a post-graduate student for a master's degree should

**know:**

- definition and main concepts of logistic;
- types of logistics activities in e-commerce;
- content of the main logistics strategies;
- basic methods of logistics processes management (supply, warehousing, distribution, transportation, inventory management, etc.

**be able to:**

- describe material, financial and informative flows;
- define key and maintaining processes of logistics activity in organization;
- describe fulfillment as a logistical process in e-commerce;
- optimize and calculate logistics costs;

- develop perspective Marketplace Logistic Models;
- manage logistics processes in different functional spheres of logistic in e-commerce.

**have skills in:**

- choosing and implementing logistics decisions for Marketplaces;
- creating and supporting logistic activities for different goods and services *in e-commerce*.

As part of the educational process in this academic discipline, a Master's student must acquire not only theoretical and practical knowledge, skills and abilities in his specialty, but also develop his value-personal, spiritual potential, form the qualities of a patriot and a citizen who is ready to actively participate in the economic, industrial, socio-cultural and social life of the country.

The academic discipline “Logistics in e-commerce” for major 7-06-0413-01 “Marketing” belongs to the “Digital business transformation” module of the educational institution component.

The discipline “*Logistics in e-commerce*” is based on the knowledge gained as a result of studying the academic disciplines “Relationship Marketing”, “Digital marketing”, “Commerce in the digital economy”.

Form of higher education: full-time.

In accordance with the curriculum of specialty 7-06-0413-01 “Commerce” the discipline is allocated to:

Full-time education:

total number of teaching hours - 130, in-class hours - 42, of which lectures – 20 hours, tutorials - 22 hours.

Distribution of classroom time by courses and semesters:

2nd semester - lectures - 20 hours, tutorials - 22 hours;

Independent work of master students – 88 hours;

Credits - 4 units.

The form of intermediate certification is an exam.

## CONTENT

### ***Topic 1. Logistics Concept***

Scope and definitions of Logistics. Flows as a key category of Logistics. Types of logistics flows. The ‘value added’ nature of logistics. Phases of the Logistics development. Logistics and Supply Chain Management. Supply network. Key and support activities in Logistics. 7 “Rules” of logistics.

### ***Topic 2. Logistics infrastructure***

The structure of logistics infrastructure. Objects of logistics infrastructure. Managing the logistics infrastructure.

Transport classification. The priorities and the factors influencing the formation of the transport infrastructure.

Warehousing Basics. Logistics centers. Definition and functions of logistics centers. Classification of logistics centers.

Trends in logistics outsourcing. 2PL, 3PL, 4PL providers.

### ***Topic 3. Fulfillment as a logistical process in e-commerce***

Fulfillment. Types of fulfillment. Internal and external fulfillment. Basic fulfillment operations.

Fulfillment centers. Requirements for the preparation of goods for fulfillment.

### ***Topic 4. Types of Marketplace Logistic Models***

Difference between Marketplace and Traditional Retail Model. Models of interaction between marketplaces and sellers: Delivery by Seller, Fulfillment by Operator, Fulfillment by Seller. Marketplace's and Seller's responsibilities. Storage of goods, packing, and shipping to the marketplace's reception point or delivering to the customer. Planning, organizing, and controlling of logistics activities in *e-commerce*.

### ***Topic 5. Reverse Logistics***

The reverse flow of goods in supply chain. The importance and definition of Reverse Logistics. The objectives of Reverse Logistics. Types and characteristics of returned products. Basic activities in Reverse Logistics. Reverse logistics strategy. Drivers and barriers of Reverse Logistics in *e-commerce*.

**CURRICULUM MAP OF THE STUDY COURSE « LOGISTICS IN E-COMMERCE »**  
**Major 7-06-0413-01 “Commerce”**  
**(full-time education)**

Number of Topic	Course content	Quantity of hours				Literature	The form of knowledge control
		Lectures	Practical classes	Seminars	Laboratory work		
1	2	3	4	5	6	7	8
Topic 1	<b>Logistics Concept</b>	4				[1], [8], [11]	Survey
	Phases of the Logistics development		4			[1], [2], [3], [4], [5], [6]	problem solving, task verification
Topic 2	<b>Logistics Infrastructure</b>	4				[2], [7], [8], [9], [10]	Survey

	Logistics Infrastructure in different countries		6			[1], [2], [11]	problem solving, task verification, control work
Topic 3	<b>Fulfillment as a logistical process in e-commerce</b>	4				[3]	Survey
	Modelling of fulfillment process in e-commerce		4			[1], [2], [3], [4]	problem solving, control work
Topic 4	<b>Types of Marketplace Logistic Models</b>	4				[3], [5], [8]	Survey
	Comparative analysis of Marketplace Logistic Models		4			[1],[6]	Survey, problem solving, task verification

Topic 5	<b>Reverse Logistics</b>	4				[1], [8], [10],	
	Organization of reverse logistics at various marketplaces		4			[1], [3], [10], [11]	problem solving, control work
	<b>Total of 2nd semester</b>	<b>20</b>	<b>22</b>				<b>EXAM</b>

## INFORMATION AND METHODOLOGICAL PART

### LITERATURE

#### Primary:

1. Christopher, M. Logistics & Supply Chain Management / M. Christopher. – 5th Edition. - FT Press, 2016. – 305 p.
2. Ghiani, G. Introduction to logistics systems management / G. Ghiani, G. Laporte, R. Musmanno. – Chichester: Wiley, 2013. – 455 p.
3. Rudd, J. A Practical Guide to Logistics: An Introduction to Transport, Warehousing, Trade and Distribution / J. A. Rudd. – London: Kogan Page Limited, 2019. – 384 p.
4. Rushton, A. The Handbook of logistics and distribution management / A. Rushton, P. Croucher, P. Baker. - London: Kogan Page Limited, 2017. – 912 p.

#### Additional:

5. Bookbinder, J. H. Handbook of Global Logistics: transportation in International Supply Chain. – NY: Springer Science + Business Media, 2013. – 551 p.
6. Connecting to compete: trade Logistics in the Global Economy. – New-York: World Bank, 2014. – 59 p.
7. Gupta, S. M. Reverse supply chains: issues and analysis. - London: CRC Press, 2013. – 401 p.
8. Harrison, A., van Hoek, R. Logistics Management and Strategy: competing through the supply chain. – Harlow: Pearson Education Limited, 2008. – 316 p.
9. Hensher, D.A., Zhang, Z., Rose, J.M. Logistics challenges from China: drivers of the logistics industry growth, and bottlenecks constraining development // Working Paper. – 2015. – January. – 11 p.
10. Waters, D. Global logistics and distribution planning: strategies for management. – London: Kogan Page Limited, 2003. – 436 p.
11. Waters, D. Global Logistics: new directions in supply chain management. London: Kogan Page Limited, 2010. – 510 p.

### **The list of questions for the exam**

1. Scope and definitions of Logistics.
2. Flows as a key category of Logistics. Types of logistics flows.
3. The 'value added' nature of logistics.
4. Phases of the Logistics development.
5. Logistics and Supply Chain Management. Supply network.
6. Key and support activities in Logistics.
7. 7 "Rules" of logistics.
8. The structure of logistics infrastructure.
9. Objects of logistics infrastructure.
10. Managing the logistics infrastructure.
11. Transport classification. The priorities and the factors influencing the formation of the transport infrastructure.
12. Warehousing Basics.
13. Logistics centers. Definition and functions of logistics centers.
14. Classification of logistics centers.
15. Trends in logistics outsourcing. 2PL, 3PL, 4PL providers.
16. Fulfillment. Types of fulfillment.
17. Internal and external fulfillment. Basic fulfillment operations.
18. Fulfillment centers.
19. Requirements for the preparation of goods for fulfillment.
20. Difference between Marketplace and Traditional Retail Model.
21. Models of interaction between marketplaces and sellers: Delivery by Seller, Fulfillment by Operator, Fulfillment by Seller. Marketplace's and Seller's responsibilities.
22. Storage of goods, packing, and shipping to the marketplace's reception point or delivering to the customer.
23. Planning, organizing, and controlling of logistics activities in e-commerce.
24. The reverse flow of goods in supply chain. The importance and definition of Reverse Logistics.
25. The objectives of Reverse Logistics. Types and characteristics of returned products.
26. Basic activities in Reverse Logistics. Reverse logistics strategy.
27. Drivers and barriers of Reverse Logistics in e-commerce.

### **Organization of Master's student independent work**

In order to acquire competencies in an academic discipline, an important stage is the independent work of students. 88 hours are allocated for the independent work of a full-time Master's student.

The content of students' independent work includes all the topics of the discipline from the section "Content of educational material". When studying an academic discipline, the following forms of independent work are used:

1. independent work in the form of solving individual tasks in the classroom during practical classes under the supervision of a teacher in accordance with the schedule of training sessions;
2. in-depth study of sections, topics, individual issues, concepts;
3. preparation for the performance of control work;
4. preparation for practical exercises, including preparation of messages, thematic reports;
5. work with educational, reference, analytical and other literature and materials;
6. performing information search and compiling a thematic selection of literary sources, Internet sources;
7. Preparation for the interim assessment.

### **Quality control of knowledge acquisition**

Diagnostics of the quality of knowledge acquisition is carried out within the framework of current and interim attestations. The activities of the current certification are carried out during the semester and include the following forms of control: control work; classroom survey; study assignment (problem solving). The current academic assessment is conducted three times a semester. The results of the current assessment for the semester, obtained during the current assessment events, are evaluated with a mark in points on a ten-point scale and are reflected in the statement of the current assessment for the academic discipline, module.

#### Requirements for the student during the intermediate certification.

Students are allowed to take an intermediate certification in an academic discipline on condition of successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum. The intermediate certification is conducted in the form of an exam.

#### **The methodology of forming marks for academic discipline.**

In accordance with the Regulations on the rating system for assessing knowledge, skills and abilities of BSEU students.

**The study program's coordination protocol to other study disciplines of the  
Major 7-06-0413-01 "Commerce"**

Study discipline for coordination	Department	Suggestions of the alterations in the study program content	The solution was taken the Department according to the study program (data and protocol number)
Cross-cultural marketing communications	Department of Marketing	not  B. G. Tava	

**Supplements and alterations to the study program of the study discipline**  
for 20\_\_ / 20\_\_ academic year

№	Supplements and alterations	Grounds

The study program is recommended to approve by the Department of Logistics and Price Policy of Belarus State Economic University (Protocol № \_\_ from \_\_\_\_\_20\_\_).

Head of the Department of Logistics and Price Policy

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

APPROVED

Dean of the Graduate School  
of Business:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name