

EXPLANATORY NOTE

The educational and methodical complex (EMC) (electronic educational and methodical complex) (EUMC) in the discipline "Logistics in electronic commerce" is represented by a system of didactic teaching tools in this discipline, which have as their main purpose to form systemic knowledge and skills for using for Masters principles and techniques of logistics in the general system of e-commerce management.

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*.

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”.

The electronic educational and methodological complex of the discipline ensures high-quality assimilation of educational material by students based on the use of information resources.

Recommendations for the organization of work with the educational and methodical complex: - to get acquainted with the structure and structural components of the electronic educational and methodological complex; - formulate the questions that need to be studied according to the discipline's curriculum; - to work out the literature according to the presented list, to analyze it, to systematize it within the framework of educational topics and questions; - study the text of lectures, presentation material, identify key concepts, structure the presented material, determine the structural and logical connections between the main educational components; - summarize the work done with the EUMC, systematize knowledge and consolidate the skills acquired during the performance of tasks; - use the EUMC material for high-quality exam preparation.

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.