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**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia"**

**Faculty of Economics**

(name of the main educational unit (OUP)-developer of the EP HE)

## **COURSE WORKING PROGRAM**

**Global retail networks**

(name of the discipline/module)

**Recommended by the MSS for the direction of training/specialty:**

**38.04.02 «Management»**

(code and name of the training area/specialty)

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):**

**International marketing**

(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The aim of the course "Global Retail Networks" is to look at the current organization and functioning of the international retail chains in the global economy. It covers the basic characteristics of retail trade at the present stage, the structure of logistics for international retailers, as well as medium and long-term trends in the global distribution network.

The course combines the study of theory and modern concepts with application of practical research methods global retail chains. The course material allows for future marketing professionals to freely navigate in the peculiarities of the retail chains on the global market and to build models of proposed changes in their structure on the basis of advanced planning..

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Global retail networks" is aimed at the formation of the following competencies (parts of competencies) in students:

*Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)*

Code	Competence	Competence achievement indicators (within this course)
YK-6	Able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	CC-6.4.Distributes tasks into long-, medium- and short-term ones with justification of relevance and analysis of resources for their implementation
YK-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	CC-7.1. Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources data in order to effectively use the information received to solve the tasks CC-7.2. Evaluates information, its reliability, builds logical conclusions based on incoming information and data
ОПК-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving management and research tasks	OPK-2.1. Owns modern techniques and methods of data collection, methods of search, processing, analysis and evaluation of information for solving management tasks OPK-2.2. Conducts analysis and modeling of management processes in order to optimize the organization's activities OPK-2.3. Uses modern digital systems and methods in solving management and research tasks

Code	Competence	Competence achievement indicators (within this course)
ОПК-6	He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance	ОПК-6.1. Owns digital technologies for the successful solution of professional tasks
		ОПК-6.2. Is able to work with digital data, evaluate their sources and relevance
		ОПК-6.3. Is able to use general or specialized application software packages designed to perform professional tasks
ПКО-1	Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing mix	ПКО-1.1. Knows the goals, stages and procedures of marketing research
		ПКО-1.2. Able to work with digital data, evaluate their sources and relevance
		ПКО-1.3. Is able to evaluate the economic and social effectiveness of marketing research

### 3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Global retail networks" refers to the Variety part formed by the participants of the educational relations of the block B.1.V.13 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Global retail networks".

*Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline*

Code	Competence name	Previous courses	Next courses
УК-6	Able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment		Methodology of management problems research Digital marketing Innovative entrepreneurship Research work

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
YK-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.		Methodology of management problems research Innovative entrepreneurship Negotiation techniques Research work
OIK-2	Is able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving management and research tasks		Modern strategic analysis Finances of organizations Marketing audit
OIK-6	He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance		Managerial economics Finances of organizations Digital marketing Marketing forecasting methods
IKO-1	Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing mix		Modern strategic analysis Finances of organizations Marketing forecasting methods Research work Pre-graduate practice

\* - it is filled in in accordance with the matrix of competencies and SP EP HE

#### **4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK**

The total labor intensity of the discipline "Global retail networks" is 3 credit units.

*Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education*

<b>Type of educational work</b>	<b>Total</b>	<b>Semester</b>
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		1	2	3	4
<i>Contact work, ac.h.</i>		72		72	
Lectures (LC)		18		18	
Laboratory work (LR)					
Practical/seminar classes (SZ)		18		18	
Independent work of students, ac.h.		36		36	
Control (exam / test with assessment), ac.h.					
<b>Total labor intensity of the discipline</b>	ак.ч.	<b>72</b>		<b>72</b>	
	зач.ед.	<b>3</b>		<b>3</b>	

Таблица 4.2. Виды учебной работы по периодам освоения ОП ВО для **ОЧНО-ЗАОЧНОЙ** формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
<i>Контактная работа, ак.ч.</i>					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
<i>Самостоятельная работа обучающихся, ак.ч.</i>					
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>					
<b>Общая трудоемкость дисциплины</b>	ак.ч.				
	зач.ед.				

\* - заполняется в случае реализации программы в очно-заочной форме

Таблица 4.3. Виды учебной работы по периодам освоения ОП ВО для **ЗАОЧНОЙ** формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
<i>Контактная работа, ак.ч.</i>					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
<i>Самостоятельная работа обучающихся, ак.ч.</i>					
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>					
<b>Общая трудоемкость дисциплины</b>	ак.ч.				
	зач.ед.				

\* - заполняется в случае реализации программы в заочной форме

## 5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	PART CONTENT	WORK TYPE
Topic 1. Modern tendencies of development of retail trade	The meaning and function of retailing. Forms of retail trade. Modern trends in world commodity markets. The influence of macro factors on the	LTR, SS

<b>COURSE PART NAME</b>	<b>PART CONTENT</b>	<b>WORK TYPE</b>
	modern structure of retail trade, both globally and at the regional level. Changes in the structure of distribution channels. Success factors in the retail trade. Long-term and medium-term prospects of development of retail trade by region.	
Topic 2. Retail formats	The concept of format retail company and its main features. Features of the organization and structure of retail formats. The theory of the evolution of the retail trade. The impact of digital technologies on the development of retail formats. Vertical and horizontal integration of trade enterprises.	LTR, SS
Topic 3. Features of trade networks structure	Characteristics of the trade network. Options for the establishment of trade networks and the fundamental complexity of their formation. A strategic model of trade network development. Wholesale trade and distribution channels. The role of franchising in the formation of modern retailers. The types of Franchising agreements	LTR, SS
Topic 4. Transnational companies	The concept of international corporations in the Annex to the retail trade. The distinctive features of multinational corporations and their typology. Structure of TNCs. Transnational and multinational corporations. Transfer prices. Stages of formation and evolution of transnational corporations. Modern features of the activities of TNCs and their strategies. The role of multinational corporations as subjects of international economic relations. TNCs in world regions: differential impact and the characteristics of their activities in developed, developing and transition economies. The effects of TNC activities in the world economy and problems of its regulation	LTR, SS
Topic 5. The distribution networks at foreign markets	Macroeconomic factors of retailers on foreign markets. Problems of international positioning. The analysis and selection of target markets for expansion. Outlet retailers to the international market. The complexity of adaptation / standardization.	LTR, SS
Topic 6. Leading global retail network	Structure and development characteristics of the leading retail chains in the world. The form of ownership. Competitive advantage. The factors which have or will impact success. Regional peculiarities. Assortment policy. Methods of entering foreign markets. Globalization and retail chains. Procurement and competition policy.	LTR, SS
Topic 7. Features of the logistics structure of	The concept of "supply chain Management" in the global retail chains. Features of retail distribution	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
global retail chains	systems at the international level. Push and Pull logistics. Technology "Just-in-time" and "Effective Consumer Response". Warehouse activity. Inventory management. Features of procurement.	
Topic 8. Features of marketing at global retail chains	The differences between the marketing of national and global retail chains. The philosophy and mission of the global retail chains. Relationship of strategic and operational marketing. The influence of culture. Segmentation. The structure of distribution channels.	LTR, SS
		LTR, SS

\* - заполняется только по **ОЧНОЙ** форме обучения: ЛК – лекции; ЛР – лабораторные работы; СЗ – семинарские занятия.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

\* - the audience for independent work of students must be specified!!

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### a). Основная литература

- 1) Principles of Retailing, Suzanne and John Fernie, Christopher Moore, Edinburgh Business School, 2012.
- 2) International Retailing, Nicholas Alexander, Anne Marie Doherty, OUP Oxford, 2008

- 3) Strategic Issues in International Retailing: Concepts and Cases, John Dawson), Routledge, 2006.

*б) дополнительная литература*

1. Supermarket Wars: Global Strategies for Food Retailer, Andrew Seth, Geoffrey Randall, Palgrave Macmillan, 2005
2. The Making of Tesco: A Story of British Shopping, Sarah Ryle, Bantam Press, 2013
3. The Wal-Mart Effect: How an Out-of-town Superstore Became a Superpower, Charles Fishman, Penguin, 2007.
4. Lymbersky Ch. Market Entry Strategies: Text, Cases And Readings In Market Entry Management. Management Laboratory Press: 2008.

*Resources of the Internet information and telecommunication network:*

*UNIBC (Scientific Library) provides access to the following EBS:*

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

*Electronic resources for educational activities*

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*

*eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

*RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*

*BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*

*Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*

*East View. Collection "Statistical publications of Russia and CIS countries"*

*Grebennikon Access mode: <http://grebennikon.ru/>*

*LexisNexis Access Mode: <http://academic.lexisnexis.eu>*

*Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

*Information and reference portals:*

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)



3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://www.rbc.ru)

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

1. A course of lectures, standard tasks and a control test on the discipline "Global retail networks" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989&notifyeditingon=1>

\* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Global retail networks" are presented in the Appendix to this Work Program of the discipline.\* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

### **Developers:**

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Appendix to the Work program of the discipline "Global retail networks"

APPROVED

At the meeting of the Department of Marketing

" \_\_\_\_\_ " \_\_\_\_\_ 2022, Protocol no. \_\_\_\_

Head of the Marketing Department

\_\_\_\_\_ Zobov A.M.

## **EVALUATION TASK FUND FOR THE COURSE**

**Global retail networks (effectiveness of marketing projects)**

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(COURSE NAME)

**38.04.02 «Management»**

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(code and name of the training area)

**International Marketing**

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(name of the training profile)

**Master**

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Qualification (degree) of the graduate

**Passport of the evaluation fund for the discipline Global Retail Networks**  
**Direction / Specialty: 38.04.02. "Management"**  
**Specialization International marketing**  
**Summary evaluation table of the Global Retail Networks discipline**

Код контролируемой комп..	Контролируемый раздел дисциплины	Контролируемая тема дисциплины	ФОСы (формы контроля уровня освоения ООП)								Баллы темы	Баллы раздела		
			Аудиторная работа					Самостоятельная работа					Экзамен / Зачет	
			Опрос	Тест	Работа на занятии	Презентация	Задачи	Выполнение дз	Реферат	Проект				Доклад/сообщение
ОПК-2 ОПК-6		Topic 1. Modern tendencies of development of retail trade			1							1	17	
		Topic 2. Retail formats			1			5		10				16
УК-6 УК-7 ПКО-1		Topic 3. Features of trade networks structure			1		4					5	22	
		Topic 4. Transnational companies			1			4				5		
		Topic 5. The distribution networks at foreign markets			1		4					5		
		Topic 6. Leading global retail network			1	3		3				7		
ОПК-6 ПКО-1		Topic 7. Features of the logistics structure of global retail chains			1			6				7	34	
		Topic 8. Features of marketing at global retail chains			1		5			10		16		
					1	10								11
		<b>Контроль</b>		10						8	9		27	
		<b>Итого</b>		10	9	15	15	21		20	8	2	100	

## Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

### Point-rating system of knowledge assessment, rating scale

Баллы БРС	Традиционные оценки РФ	Оценки ECTS
95 – 100	Отлично – 5	A (5+)
86 – 94		B (5)
69 – 85	Хорошо – 4	C (4)
61 – 68	Удовлетворительно – 3	D (3+)
51 – 60		E (3)
31 – 50	Неудовлетворительно – 2	FX (2+)
0 – 30		F (2)
51 - 100	Зачет	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly

formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Materials for assessing the level of mastering the educational material of the discipline " Global Retail Networks " (evaluation materials), including a list of competencies with the indication of the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills and (or) experience of activity, characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures of knowledge assessment, the skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

