

## **Syllabus “COMMERCIAL ACTIVITY”**

### **Lecturer:**

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**Department responsible for the course or equivalent:** Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovative Technologies

**Semester when the course unit is delivered:** 4<sup>th</sup>

**Level of course unit:** Bachelor level

**ECTS credits:** 5

### **Course Description**

The purpose of mastering the discipline "Commercial activity" is to form the students' understanding of trade as the main branch of the economy, as well as the knowledge and skills necessary to prepare and make qualified decisions in the modern trade and economic sphere

### **Objectives:**

- identification, formation and satisfaction of consumer needs;
- development and implementation of a complex of integrated marketing communications, including using advertising;
- organization and effective implementation of quality control of goods and services;
- design of advertising and the implementation of promotional activities in commercial and technological activities, the selection or development of means of advertising goods to promote them on the market;
- participation in contractual work, monitoring compliance with the terms of contracts;
- compliance with the main provisions of the current legislation and the requirements of regulatory documents;
- collection, storage, processing, analysis and evaluation of information necessary for the organization and management of commercial, marketing, advertising, logistics and merchandising activities;
- study and forecasting of demand, taking into account the requirements of consumers in certain market segments;
- selection of business partners based on certain criteria, conducting business negotiations, concluding contracts on a mutually beneficial basis and monitoring their implementation;
- management of the assortment and quality of goods and services;
- selection and implementation of pricing strategies.

## **Admission requirements**

*Applicants are expected to have completed the following courses:*

- *English (basic level);*
- *Mathematics;*
- *Management;*
- *Business Economics*
- *Statistics;*
- *Marketing*

## **Course contents**

*Module 1. Basics of commerce and business.*

Topic 1. Economic prerequisites for the emergence of commercial activity and the history of its development;

Topic 2. Basic concepts and categories of commercial activity;

Topic 3. Commercial information and its protection;

Topic 4. Legal forms and non-organizational forms of commercial activity;

Topic 5. Marketing approach in commercial activities;

Topic 6. Commercial procurement;

*Module 2. Organization of commercial activities in the enterprise.*

Topic 7. Warehouse wholesale;

Topic 8. The passage of the contract at the enterprise;

Topic 9. Organization of wholesale trade;

Topic 10. Retail organization;

Topic 11. Labor resources in commercial activities;

Topic 12. Commercial pricing.

## **Course Learning outcomes**

### ***Knowledge:***

- goals, objectives, concepts and methodologies, various aspects of commercial activities in the organization;
- concepts of commerce and commercial activity; normative acts and legal features of doing business;
- the history of the development and establishment of commercial activities;
- toolkit of commercial activity; basics of consumer behavior; methods and techniques for influencing consumer behavior;
- modern problems of commerce and commercial activity in terms of identifying and withdrawing from circulation defective or counterfeit goods, approaches to their solution;
- business management processes in real enterprises; rules for concluding contracts and the basis of contract work;

- modern methods of commercial activity.

***Skills:***

- analyze business activity, predict its results;
- to formulate and direct the activities of the organization in accordance with the requirements of legislation, regulations for various forms and types of activities, as well as the specifics of a particular situation;
  - select and work with documents and regulatory framework governing commercial activities; comply with applicable laws and regulations, requirements of technical regulations, standards, contracts; to formulate the basic documents forming and directing the business activities of the organization in accordance with applicable law; use information and communication technologies in commercial activities;
  - see the general market conditions; understand what needs overlap with the organization's products from consumers and customers; to develop and direct marketing activity and communications to potential and real customers and buyers; identify low-quality goods; make decisions in standard and non-standard situations in the field of checking the quality of goods, determining falsification and removing it from the company's turnover;
  - communicate effectively with the organization's personnel, suppliers, customers and other internal and external influence groups; take responsibility for the effectiveness and efficiency of fulfilling commercial obligations to contractors;
  - understand the needs, demands and expectations of business partners and counterparties; direct in accordance with them the activity of subordinates and personnel of the company; demand timely and complete fulfillment of company obligations.

***Opportunities:***

- analytical methods to assess the effectiveness of the business of an enterpriseж.
- skills to work with applicable federal laws, regulatory and technical documents necessary for professional activities;
  - the skills of working with scientific, normative, and reference literature to obtain the necessary information, including the choice of strategy and tactics of trading and marketing activities;
  - methods of studying and analyzing demand for products; communication skills with customers and consumers; identifying needs; selection and formation of individual conditions for working with contractors; design and placement of retail space;
  - skills and methods of testing and product quality control;

- negotiation skills, analytical thinking, the ability to perceive, generalize and analyze information, setting goals and choosing ways to achieve it;
- management skills of the organization's business in terms of timeliness, completeness and quality of service and fulfillment of obligations.

### **Teaching Style**

Classes in the discipline are held in the form of contact work of students with a teacher (lectures and practical exercises) and in the form of independent work.

During the lectures, the teacher sets out and explains the basic, most complex concepts of the topic, as well as the theoretical and practical problems associated with it, gives recommendations for the seminar and instructions for independent work.

Practical studies complete the study of the most important topics of the discipline. They serve to consolidate the studied material, develop skills in preparing reports, messages, gain experience in oral public speaking, conduct discussions, argue and defend the provisions put forward, as well as to control the teacher's degree of students' preparedness for the discipline studied, the teacher can carry out practical exercises current knowledge control in the form of a survey.

In preparation for classes, students have the opportunity to take advantage of the teacher's advice. In addition to these topics, students are entitled, in agreement with the teacher, to choose other topics of interest to them.

The teacher evaluates the quality of the students' academic work at the end of classes, putting current grades in the workbook, including for attendance at classes. The student has the right to familiarize themselves with them.

The independent work of the student is aimed both at mastering a certain amount of knowledge, skills, and at developing the ability to independently acquire knowledge, work with information, and master the methods of cognitive activity that will ensure his professional competence.

Types of independent work of students:

- study of lecture notes, textbooks, teaching aids, other teaching materials, including educational information resources;
- preparation for the quiz, creative work;
- preparation for testing.

Forms of control: survey, creative work, essay, testing.

Control and evaluation materials for various forms of control with a description of the evaluation criteria are included in the fund of assessment tools for the discipline.

### **Assessment methods and criteria**

*Survey (10 points, in each module)*

- The correct and comprehensive answers to all proposed questions are given – 9-10 points;
- Given the correct, in general, answers to all proposed questions, however, there are minor comments on the completeness and quality of the presentation – 5-8 points;
- There are significant comments on the completeness and quality of the presentation of the material or some of the issues remained unresolved – 1-4 points;
- No answers to questions or incorrect answers – 0 points.

***Creative work (5 points, in each module)***

- The correct and comprehensive answers to all proposed questions are given – 4-5 points;
- Given the correct, in general, answers to all proposed questions, however, there are minor comments on the completeness and quality of the presentation- 2-3 points;
- There are significant comments on the completeness and quality of the presentation of the material or some of the issues remained unresolved – 1 point;
- No answers to questions or incorrect answers – 0 points.

***Essay (5 points, in each module)***

<b>Criteria for evaluation</b>	<b>Number of points</b>
<p>Relevance, purpose and objectives: the problem is clearly identified and its relevance is justified, the goal is formulated, the research objectives are defined.</p> <p>Structure: the text is divided into sections, there are no errors in text structuring.</p> <p>Design: volume is maintained, requirements for external design are met. The text contains at least one figure and one table.</p> <p>References: The requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are met. References include textbooks, scientific and popular science journals, legal acts, and links to electronic publications. The age of the sources is not older than 10 years.</p> <p>Text quality: a problem analysis was carried out involving several sources of literature, its own position was logically stated, conclusions were formulated, the topic was fully disclosed, links to sources from the list of literature were indicated.</p> <p>Protection: demonstrates a complete understanding of the described problem, gives correct answers to all questions on the topic of the abstract</p>	4-5
<p>Relevance, purpose and objectives: the problem is not clearly defined, there is a rationale for its relevance, a goal is formulated, research objectives are defined.</p>	2-3

<p>Structure: the text is divided into sections, there are no gross errors in text structuring.</p> <p>Design: the text of the abstract is framed with minor violations of the design requirements set forth in this document, the volume is maintained. The text contains at least one figure and one table.</p> <p>References: when compiling an abstract, most of the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are met. References include textbooks, scientific and popular science journals, legal acts, and links to electronic publications. The age of the sources is not older than 10 years.</p> <p>Text quality: a problem analysis was carried out involving several sources of literature, its own position was logically stated, conclusions were formulated, the topic was fully disclosed, links to sources from the list of literature were indicated.</p> <p>Protection: demonstrates a significant understanding of the problem; not all questions are answered or incomplete answers</p>	
<p>Relevance, purpose and objectives: the relevance of the problem is insufficiently substantiated, the purpose and objectives of the study are not formulated.</p> <p>Structure: the text is divided into sections, there are errors in text structuring.</p> <p>Design: The text of the abstract is framed with violations of the design requirements set forth in this document, the volume is not met, there are no figures and tables.</p> <p>References: when compiling the abstract, the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are partially observed. The list of references is framed with violations of the quality and age requirements of the sources.</p> <p>Text quality: analysis of the problem was carried out according to one source of literature, there are no conclusions, the topic is not fully disclosed.</p> <p>Protection: demonstrates a partial understanding of the problem, answers are given only to basic questions.</p>	1
<p>Relevance, purpose and objectives: there is clearly no justification for the relevance of the problem, purpose and objectives of the study.</p> <p>Structure: the text is not divided into sections or there are gross errors in structuring the text.</p> <p>Design: the abstract is framed with gross violations of the design requirements set forth in this document.</p> <p>References: during the preparation of the abstract, the requirements of the standards GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are not complied with, or there is no literature list.</p> <p>Text quality: the topic is not disclosed, the requirements for the task are not fulfilled.</p> <p>Protection: shows a lack of understanding of the problem, no answers to questions or answers are incorrect</p>	0

### ***Testing (10 points, in each module)***

- The share of scores from their total number is equal to or exceeds 85% (excellent) – 9-10 points;
- The share of scores from their total number is in the range from 65 to 84% (good) – 7-8 points;
- The share of scores from their total number is in the range from 55 to 64% (satisfactory) – 6 points;
- The share of points scored from their total number is less than 55% (unsatisfactory) – 0-5 points.

### ***Final Case write-up (exam - 40 points)***

- Assessment of "excellent" (35-40 points) is given to the student if he introduces a clear thesis or a clear statement of the position consistently settled into a well-organized final case study; presents a balanced argument supported with information; raises important questions; analyzing and convincing conclusions; there are no conceptual errors.
- Assessment of "good" (29-34 points) is given to the students if he introduces basic requirements for the final case study, but permit shortcomings. In particular, there are inaccuracies in the presentation of the material; there is no logical sequence in the judgment.
- Evaluation of "satisfactory" (22-28 points) is given to the students if the final case study's topic is disclosed not enough; specific position are not given; information is inaccurate, mechanical errors seriously impedes understanding.
- Evaluation of "unsatisfactory" (less than 22 points) is given to the students if the final case study topic does not match, reveals a significant lack of understanding of the problem, arguments are scattered, inconsistent, many dubious or erroneous facts, the text is untidy and hard to read, a lot of grammatical and spelling errors.

### **Course literature (recommended or required)**

1. Pankratov F. G. Commercial activity / F. G. Pankratov; N.F. Soldatova - 13th ed. - Moscow: Publishing and trading corporation "Dashkov and Co.", 2017. - 500 p. <http://biblioclub.ru/index.php?page=book&id=452590>
2. Dorman V. N. under the scientific. ed. Kelchevskoy N.R. Commercial organization: income and expenses, financial result. Textbook for open source software - M .: Publishing house Yurayt, 2019. - 107c. <https://bibli-online.ru/book/kommercheskaya-organizaciya-dohody-i-rashody-finansovyy-rezultat-438111>
3. Levkin G. G. Commercial Logistics / G. G. Levkin - 3rd ed. - M. | Berlin:

Direct Media, 2017. - 200 p. <http://biblioclub.ru/index.php?page=book&id=446237>

4. Dorman V. N .; under the scientific. ed. Kelchevskoy N.R. Commercial activity. Textbook for academic undergraduate - M.: Publishing house Yurayt, 2019.- 134 p. <https://biblio-online.ru/book/kommercheskaya-deyatelnost-438107>

5. Sinyaeva I. M., Zhiltsova O. N., Zemlyak S. V., Sinyaev V. V. Commercial activity. Textbook and workshop for applied baccalaureate - M.: Yurayt Publishing House, 2019 .-- 404 p. <https://biblio-online.ru/book/kommercheskaya-deyatelnost-432143>

6. Gavrilov L. P. Organization of commercial activity: electronic commerce 2nd ed. Textbook for open source software - M.: Publishing house Yurayt, 2019 .-- 433 p. <https://biblio-online.ru/book/organizaciya-kommercheskoy-deyatelnosti-elektronnaya-kommerciya-442318>

### **Internet resources**

1. Scientific electronic library elibrary.ru: [www.elibrary.ru](http://www.elibrary.ru)
2. Boston Consulting Group in Russia <https://www.bcg.com>
3. The Internet project "Corporate Management" [www.cfin.ru](http://www.cfin.ru)
4. "MD-Management": information portal about management [www.md-management.ru](http://www.md-management.ru)
5. Harvard Business Review <https://hbr.org/>