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## SYLLABUS “PRODUCT RANGE AND QUALITY MANAGEMENT”

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**Lecturer (name, academic title, e-mail):** Irina Nazvanova, associated professor, e-mail: nazvanova@sfedu.ru

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

**Semester when the course unit is delivered:** 6<sup>th</sup>

**Level of course unit:** Bachelor level

**ECTS credits:** 6

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### ADMISSION REQUIREMENTS

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Applicants are expected to have completed the following courses:

- Economics,
- Management,
- Marketing,
- Introduction to trading.

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### COURSE OBJECTIVES (AIMS)

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- development of competency and skills in the field of managing the assortment and quality of goods necessary for the professional activities of bachelors in the field of "Trade."

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### COURSE CONTENTS

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#### **Session 1. Aims, objectives, subject and structure of goods assortment management**

- Basic concepts;
- Goals, objectives, subject of the management of the assortment of goods;
- Safety, efficiency, compatibility, interchangeability, systematization and compliance;
- Objects and the subject of managing the assortment of goods.

#### **Session 2. The concept of category management**

- Introduction to Category Management;
- Features.

#### **Session 3. Strategy and assortment policy of a retail enterprise**



- Stages of assortment formation; • Assortment management strategy; • Tactics of Assortment management; • Assortment policy.

#### **Session 4. Category Assortment Methodology**

- Assortment structuring; • Formation of categories; • Determination; • Balance assortment by latitude; • Balance assortment in depth; • Price adjustment; • Distribution.

#### **Session 5. Analytical fundamentals of product range management**

- ABC analysis; • XYZ analysis; • Combined ABC and XYZ analysis.

#### **Session 6. The evolution and multidimensionality of “quality” category**

- Quality as an interdisciplinary concept; • The evolution of views on quality; • Consumer value, utility.

#### **Session 7. A systematic approach to quality management and development trends**

- Quality management, quality assurance, quality management, quality planning, quality system, quality spiral; • Classification of models of quality systems; • Quality loop, quality spiral, quality model; • International standards ISO 9000.

#### **Session 8. Modern approaches to quality management**

- General requirements for MQS; • Model ISO 9001; • Quality management system model; • The main groups of MQS processes; Methodology of developing a quality management system.

#### **Session 9. Quality management methods and quality control methods**

- Organization, types and methods of technical quality control; • Classification of quality management methods; • Statistical methods; • Control sheets, histogram of cause and effect diagram, scatter diagrams, Pareto diagram, stratification, control charts; • Certification of quality systems.

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#### LEARNING OUTCOMES

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#### **Knowledge:**

- the technical documentation necessary for professional activities (marketing, advertising) and verify its correctness clearance;
- the assortment of goods of homogeneous groups of a certain class, their consumer properties; merchandising characteristics of goods sold, their



properties and indicators; terms and conditions of transportation and storage of goods of homogeneous groups; main measures to prevent damage and spoilage of goods;

- types, purpose, structure of contracts with suppliers and consumers; technological processes of product distribution; ways of placing goods in warehouses and stores; terms and conditions of transportation and storage of goods of homogeneous groups; main measures to prevent damage and spoilage of goods; classification of commercial and technological equipment, its purpose and device; requirements for the conditions and rules of operation of commercial and technological equipment;
- theoretical and practical aspects of identifying consumer goods; objects, subjects, means, principles and methods of identification; types of identification; types and methods of falsification of various groups of food and non-food products; means and methods of detecting falsification of consumer goods; legal, social and moral consequences of falsification;
- regulatory and legal documents necessary to ensure the necessary level of quality of trade services.

#### **Skills:**

- to use the technical documentation necessary for professional activities (marketing, advertising) and verify the correctness of its design;
- to recognize products by assortment; to form a trading assortment according to the results of the analysis of the need for goods apply marketing tools and techniques to generate demand and sales promotion; calculate assortment indicators; monitor their implementation, including the receipt of goods in an agreed assortment by time, quality, quantity; comply with the conditions and terms of storage of goods;
- to monitor their implementation, including the receipt of goods in an agreed assortment by time, quality, quantity; make claims for non-fulfillment by contractors of contractual obligations; prepare answers to customer complaints; to procure and sell goods; take into account factors affecting the assortment and quality when organizing goods distribution; comply with the conditions and terms of storage of goods; calculate commodity losses; plan measures to accelerate the turnover of goods, reduce commodity losses;
- to choose criteria to identify raw materials and finished products; identify information fraud; identify qualitative, quantitative falsification; identify assortment falsification; identify portion fraud; formulate a written opinion on the identification; carry out identification of food products during



merchandising assessment or quality examination; identify falsification of consumer goods using accepted methods;

- to provide the necessary level of quality of trade services.

### **Learning Outcomes:**

- to apply methods of working with the technical documentation necessary for professional activities (marketing, advertising) and checking the correctness of its design;
- to skills in analyzing the assortment policy of a trade organization; identify the need for the product (demand); acceptance of goods in quantity and quality; placement of goods; control of the conditions and terms of transportation and storage of goods;
- To skills for receiving goods in quantity and quality; placement of goods; control of the conditions and terms of transportation and storage of goods; provision of goods in warehouses and shops; operation of the main types of trade and technological equipment; participation in the inventory of goods;
- to apply methods of identification of goods, - the methodology of identification of goods and falsification in modern economic conditions; methods and means of natural sciences to assess the consumer properties of goods; rational and modern methods of determining the falsification of food and non-food products; methods and means of identification of goods; basic skills to identify fraud; initial skills in documenting the results of the identification of goods;
- to apply the willingness to provide the necessary level of quality of trade services.

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### PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

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Each session lecturing accounts for about 60% of time, students' participation in discussion accounts for 40%. Specifically, the lecturer will invite students to speak during the lecture. At the end of each session, questions are presented for discussion.

During the seminars, students will have an opportunity to analyze some knowledge processes, to work with open source software for knowledge management and recognize how to deal with linguistic values (as knowledge) by using information technologies.

Comprehensive development of student discipline involves:

- students involvement in problem-based presentation;



- students self-guided reading of the further literature;
- students participation in case studies;
- interview and testing.

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## ASSESSMENT METHODS AND CRITERIA

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Criteria for evaluation:

### **Interview**

- 10 points to the students demonstrating a thorough understanding of the problem comprehensively, consistently, correctly and logically presenting the theoretical material; correctly formulating the definition of 3 questions; completion of a test assignment;
- 7 points to the students demonstrating considerable understanding of the problem, knowledge of the basic theoretical concepts; fairly consistently, correctly and logically presenting the material of 2 questions; completion of a test assignment;
- 5 points to the students demonstrating considerable understanding of the problem, knowledge of the basic theoretical concepts; fairly consistently, correctly and logically presenting the material of 2 questions; not completion of a test assignment;
- 3 point to the students demonstrating a partial understanding of the problem, a general knowledge of the material being studied by 1 question; not completion of a test assignment;
- 0 points to the students not demonstrating the possession of the conceptual apparatus of the discipline; not answering a single question; not completion of a test assignment.

### **Case studies**

- Evaluation of "passed" is given to the students if the decision is consistent formulated, if there is a deeper problem conceived, if he demonstrates an original approach (innovation, creativity); registered alternatives, if there is the possibility of the result use;
- Assessment of "not passed" " is given to the students if the decision does not meet the ideas of modern HRM, is not adequate to HR market; is not sound and doesn't predict difficulties; is not applicable in practice.

### **Essay**



- Assessment of "excellent" (10 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 essay; presents a balanced argument supported with information; raises important questions; analyzing and convincing conclusions; there are no conceptual errors.
- Assessment of "good" (8 points) is given to the students if he introduces basic requirements for the essay, 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" (6 points) is given to the students if the essay's topic is disclosed not enough; specific position are not given; information is inaccurate, mechanical errors seriously impedes understanding.
- Evaluation of "unsatisfactory" (less than 6 points) is given to the students if the essay 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.

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#### COURSE LITERATURE (RECOMMENDED OR REQUIRED)

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1. Management of production quality in international corporations  
(<http://biblioclub.ru/index.php?page=book&id=459317>);
2. Kosareva, O.A. Teoreticheskie osnovy tovarovedeniya : uchebnik  
(<http://biblioclub.ru/index.php?page=book&id=455426>);
3. Magomedov, SH.SH. Upravlenie tovarnym assortimentom i zapasami : uchebnik (<http://biblioclub.ru/index.php?page=book&id=496208>);
4. Petrishche, F.A. Teoreticheskie osnovy tovarovedeniya i ekspertizy : uchebnik (<http://biblioclub.ru/index.php?page=book&id=496152>);