

BUNIN YELETS STATE UNIVERSITY

THE DISCIPLINE'S WORK PROGRAM B1.V.EC.01.02 Commercial Activities

Course of study: 38.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): Bachelor's degree

Form of study: full-time

Institute: Economics, Management and service technologies

Department of Economics and Management named after N.G. Nechaev

	full-time form	full-time and part -time education	correspondence form
Course	2		
Semester/trimester	3		

Lectures	36		
Laboratory classes			
Practical (seminar) classes	36		
, including practical training	4		
The form of intermediate certification	Exam 3rd semester		
Control	9,3		
Other forms of work			
Independent work	134,7		

Total hours: 216_

Labor intensity: 6 credits.

Developer of the work program:
_docent M. I. Shepelev.

I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline: to master students' knowledge and actions of the organization of commercial activities of an enterprise (organization) aimed at its improvement in enterprises operating in the market.

Objectives of the discipline study:

- study of the specifics of the organization and management of commercial activities of an enterprise by industry and application areas;
- modeling of commercial activities of enterprises in the market of goods and services;
- analysis of strategic planning of commercial activities of enterprises;
- participation in the preparation and decision-making on the organization of management and improvement of the activities of economic services and divisions of enterprises of various forms of ownership, organizations, departments, etc., taking into account legal, administrative and other restrictions, etc.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants in educational relations, block B1.
Disciplines (modules).

Planned learning outcomes in the discipline:

Competence code	Indicators of competence achievement	Planned learning outcomes in the discipline
PCS -2	To know: <ul style="list-style-type: none">– fundamentals of tactical and operational management of logistics processes;– methods of developing organizational, technical, organizational, economic and financial documentation of a modern enterprise.	Knows: <ul style="list-style-type: none">- the technology of collecting, storing, processing and evaluating information necessary for the management of commercial activities;- ways of organizing sales channels, the main management structures of the sales service, types of sales, types of motivation of sales personnel; modern administrative, economic and socio-psychological management methods; types of sales support tools.
	Be able to: <ul style="list-style-type: none">– to carry out tactical and operational management of logistics processes; to apply modern technologies in the process of developing organizational, technical, organizational, economic and financial documentation of the enterprise.	Can: <ul style="list-style-type: none">plan the work of the sales department, determine the required number of sales department staff, evaluate the effectiveness of the sales department;to make decisions in standard and non-standard situations in the field of decision-making regarding commer-

		<p>cial risks;</p> <ul style="list-style-type: none"> - manage the development of the organization, analyze and develop the organization's strategy based on modern methods and advanced scientific achievements in the field of management.
	<p>Own:</p> <ul style="list-style-type: none"> – skills of tactical and operational management of logistics processes; ways of using modern technologies in the process of developing organizational, technical, organizational, economic and financial documentation of the enterprise. 	<p>Possesses:</p> <ul style="list-style-type: none"> skills of working with technical documentation necessary for professional activity; - sales analysis and planning skills; - skills of compliance with the current legislation and regulatory documents, requirements of technical regulations, standards, contracts; - ways to build sales business processes.

II. CONTENT AND SCOPE OF THE DISCIPLINE

indicating the number of hours allocated for the contract work of students with a teacher (by type of training sessions) and for the independent work of students

Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
	Section I. The theoretical foundations of the organization's commercial activities	69	12	12		45
1.	Topic 1. The essence and content of the commercial activity of the enterprise (organization)	23	4	4		15
2.	Topic 2. Methodology of commercial activity of an enterprise (organization)	23	4	4		15
3.	Topic 3. Management of commercial activities of an enterprise (organization)	23	4	4		15
	Section II. Organization and structure of commercial organizations	137,7	24	24		89,7
4.	Topic 4. Trade and intermediary structures	23	4	4		15

5.	Topic 5. Commodity security management	23	4	4		15
6.	Topic 6. Organization of commercial services	23	4	4		15
7.	Topic 7. Business ethics and business etiquette of a merchant	23	4	4		15
8.	Topic 8. State regulation and control of commercial activities	23	4	4		15
9.	Topic 9. Legal support of commercial activities	22,7	4	4		14,7
	Exam	0,3				
	Control	9				
	Total for 3 semesters	216	36	36		134,7
	, including practical training	4	2	2		
		216	36	36		134,7

III. ASSESSMENT MATERIALS FOR THE INTERIM ASSESSMENT OF STUDENTS IN THE DISCIPLINE

The current certification is carried out in the form of a control work (in a test form).

A typical version of the test

In the test form:

1. "Commerce" means:

- a. activities that ensure the process of commodity movement and aimed at making a profit;
- b. activities aimed at making a profit through the purchase and sale of goods;
- c. activities aimed at carrying out intermediary transactions for the purchase and sale of goods;
- d. activities aimed at the intra-warehouse processing of goods during the purchase and sale of goods.

2. The purpose of the commercial strategy is:

- a. definition of the goals and objectives of commercial activity, determination of the possibilities of the enterprise to change commercial activity, assessment of the mobilization possibilities of commercial activity of the enterprise;
- b. definition of investment opportunities of the enterprise, assessment of the effectiveness of commercial activity, generalization of information about market processes, accumulation of information about the external environment, assessment of material-the technical base of the enterprise;
- c. development of business plans for the development of enterprises, formation of a commercial service, expansion of target markets, creation of databases for information support of commercial activities;

d. determination of the organizational structure of the enterprise, assessment of the competitiveness of the enterprise, determination of the economic efficiency of the commercial activity of the enterprise, assessment of the conformity of the offered range of goods and real money income of the population

3. What are the main aspects of the organization of commercial processes?

- a. the purchase of goods and/or services;
- b. with the sale of goods and/or services;
- c. ensuring the regulatory implementation of the purchase of goods and/or services;
- d. ensuring the regulatory implementation of the sale of goods and/or services;
- e. with the purchase and sale of goods and/or services, ensuring the regulatory implementation of these transactions.

4. What is the object of commercial activity?

- a. goods (except real estate); securities and currency;
- b. transport, housing and communal services, household services, education, culture, healthcare and science;
- c. advertising; representative services;
- d. audit; consulting;
- e. goods (other than real estate); securities and currency; transportation, housing and communal services, consumer services, education, culture, health and science; advertising; representative services; audit; consulting

5. What is the name of the main consumer purpose of the product, what satisfies the need?

- a. the real embodiment of the product;
- b. the idea of the product;
- c. addition to the product;
- d. delivery of the goods;
- e. use of the goods.

6. Commercial organizations do not include:

- a. business partnerships and societies;
- b. Production cooperatives;
- c. Consumer cooperatives;
- d. State-owned unitary enterprises

7. Commercial information performs the following functions:

- a. setting strategic goals and objectives of an enterprise's commercial activities, substantiating the technological functions of enterprises, developing business plans for the development of an enterprise, and evaluating the competitiveness of an enterprise;
- b. setting strategic goals and objectives of the company's commercial activities, assessing market conditions, determining the dynamics of market processes, and coordinating investment activities;
- c. setting strategic goals and objectives of the company's commercial activities, making informed and timely management decisions, and developing the company's material and technical base;

d. setting strategic goals and objectives of the company's commercial activities, making informed and timely management decisions, and coordinating the activities of individual structures in the company

8. The commercial service of an industrial enterprise includes:

- a. Purchasing and Sales Coordination Department;
- b. Transport and Customs Operations Department;
- c. Marketing and Pricing Department;
- d. Advertising Department;
- e. Department of work with intermediaries;
- f. all of the above options are correct

9. The duties of commercial employees of the sales services of industrial enterprises do not include:

- a. market research;
- b. market research of suppliers and consumers;
- c. Development of pricing contracts

10. What is the main purpose of the commercial work of retail trade enterprises?

- a. in the organization of commercial customer service;
- b. in the organization of goods;
- c. in ensuring the delivery of goods to customers and sales services, taking into account the requirements of the market;
- d. in forming the assortment of goods.

11. What does the statement "All participants in a commercial transaction pursue their own interests" imply? a. that all participants in a commercial transaction seek to satisfy their commercial interests

;

- b. that all participants in a commercial transaction receive the maximum benefit;
- c. that the participants in the commercial activity must come to an agreement among themselves;
- d. that all participants in commercial activities are free to choose their solutions;
- e. the fact that all participants in commercial activities make decisions independently, independently of each other.

12. The system of incentive measures and techniques, which are usually short-term in nature and aimed at encouraging the purchase or sale of goods, is called:

- a. retail sale;
- b. wholesale;
- c. sales promotion;
- d. seasonal discounts

13. A state or municipal commercial enterprise refers to:

- a. commercial organizations;
- b. non-profit organizations;

14. Sales promotion measures aimed at the consumer do not include:

- a. discounts from the price;
- b. bonuses;
- c. distribution of coupons;

- d. Free product samples
- e. There is no correct answer
- 15. Specify which department is not classified as a commercial service
 - a. marketing;
 - b. sales;
 - c. services;
 - d. personnel
- 16. What are the determining criteria when choosing a supplier?
 - a. price and quality;
 - b. discounts and availability of information;
 - c. belonging to the same industry
- 17. Which of the above are considered direct methods of market research?
 - a. contacts with suppliers;
 - b. Technical reference books;
 - c. Expert survey
- 18. Choose an indirect two-level sales channel:
 - a. producer – consumer;
 - b. producer – intermediary – consumer;
 - c. manufacturer – wholesaler – retailer – consumer
- 19. Which of the following does not apply to pre-sale services?
 - a. development of catalogs and price lists;
 - b. delivery of the product to the place of sale;
 - c. Unpacking and deconservation;
 - d. preparing the product for sale;
- 20. What does commercial work include to identify or study the sources of commodity resources?
 - a. search for potential suppliers of goods offering products at low prices;
 - b. search for potential suppliers of goods offering competitive, high-quality, diverse products at reasonable prices;
 - c. search for potential suppliers of goods offering high-quality products at high prices;
 - d. search for potential suppliers of goods offering new products.
- 21. The trade range is:
 - a. a set of goods produced by the manufacturer over a certain period of time;
 - b. the totality of goods put on the market by the manufacturing enterprise;
 - c. the totality of goods on the market;
 - d. a set of goods intended for sale in commercial enterprises.
- 22. Name the main criteria for classifying retail trade enterprises
 - a. assortment of goods; size of the enterprise;
 - b. the method of sales; the scope of services;
 - c. location; organizational and legal form;
 - d. assortment of goods; size of the enterprise; method of sales; volume of services; location; organizational and legal form;
 - e. size of the enterprise; method of sales; volume of services; location.

23. What is the "breadth" of the product range?
- a. the number of commodity units in the commodity group;
 - b. uninterrupted availability of goods on sale provided for in the assortment list for a certain time;
 - c. compliance of the actual availability of goods at the trading company with the developed assortment list;
 - d. the number of product groups and subgroups included in the product range.
24. What are the economic relations called, in which economic and legal relations for the supply of industrial and technical products are established directly between manufacturers and consumers of products?
- a. Intra-industry;
 - b. cross-industry;
 - c. direct;
 - d. indirect;
 - e. long-term
25. What elements of commercial activity are carried out at the stage of registration of business relations?
- a. delivery of goods, carrying out claim work, determining the ways of selling goods, studying the market of goods;
 - b. legal justification of contractual obligations, identification of possible sources of procurement, accounting and control of fulfillment of contractual obligations;
 - c. legal justification of contractual obligations, identification of possible sources of procurement, market research of goods;
 - d. coordination of conditions for the functioning of business relations, elimination of disagreements on contracts, and drafting of the text of the contract.
26. Sales promotion activities aimed at own sales staff do not include:
- a. Games;
 - b. awards to the best sales staff;
 - c. holding sales conferences;
 - d. Moral incentives
27. What type of service does not exist?
- a. pre-sale;
 - b. After-sale;
 - c. in-sale;
 - d. all of the above options are correct
28. What are the main functions performed by wholesale trade organizations in market conditions?
- a. Logistical support;
 - b. production facilities;
 - c. financial;
 - d. information;
 - e. logistics; production; financial; information.
29. List the most common types of wholesale trade from the warehouse.
- a. personal selection of goods in the warehouse;

- b. by written request (e.g. fax) or oral telephone request from the store;
- c. through on-site sales representatives (agents, sales managers);

Exam questions
(3rd semester full-time)

1. Business qualities of a merchant.
2. Business ethics and business etiquette.
3. Organization and conduct of business negotiations.
4. Strategy and tactics of business negotiations
5. The essence, goals, objectives and principles of commercial activity.
6. Functions of the commercial service of the enterprise.
7. Organizational structures of commercial services.
8. The method of budget management.
9. The nature and content of procurement activities.
10. Methods of studying the market of raw materials.
11. The content of the purchase plan.
12. Choosing a supplier.
13. Delivery agreement.
14. Acceptance of products in terms of quality and quantity.
15. Payment forms with the supplier.
16. Purchase and delivery of imported goods.
17. Calculation of the optimal purchase volume.
18. Analysis of the effectiveness of procurement activities.
19. Sales activities at the enterprise.
20. Product range planning.
21. Determining the rational structure of production and sales.
22. Forecasting product sales.
23. Making a portfolio of orders.
24. Product sales channel.
25. Sales plan.
26. Analysis of the effectiveness of sales activities.
27. The content of the operational and sales work of the enterprise.
28. The concept of commercial activity in the sphere of commodity circulation.
29. Commercial services.
30. Trade and intermediary organizations.
31. Types of intermediaries in commercial activities
32. Wholesale trade.
33. Retail trade.
34. Franchising.
35. Merchandising.
36. Organizational and legal forms of functioning of enterprises by branches and fields of application.

IV.THE LIST OF LITERATURE NECESSARY FOR MASTERING THE DISCIPLINE

Basic literature

1. 1. Bazhenov, Yu.K. Commercial activity : textbook / Yu. K. Bazhenov, A. Yu. Bazhenov ; edited by L. P. Dashkov. – 3rd ed. - Moscow : Dashkov and Co., 2023. – 286 p. : schematics, tables. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=696966> (date of request: 04/08/2024). – Bibliogr. in ISBN 978-5-394-05388-7. – Text : electronic.
2. 2. Dashkov, L. P. Commercial activity : textbook / L. P. Dashkov, N. F. Soldatova. – 2nd ed. – Moscow : Dashkov and Co., 2022. – 212 p. : schematics. – (Educational publications for bachelors). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=696972> (date of request: 04/08/2024). – Bibliogr. in ISBN 978-5-394-04840-1. – Text : electronic.

Additional literature

1. 1. Baranov, V.A. Commercial law: legal regulation of the organization of commercial activity / V.A. Baranov ; Tambov State Technical University. – Tambov : Tambov State Technical University (TSTU), 2017. 129 p. – Access mode: by subscription. – URL: <http://biblioclub.ru/index.php?page=book&id=498910> (date of request: 04/08/2024). – Bibliogr.: pp. 111-126. – ISBN 978-5-8265-1711-6. – Text: electronic.
2. 2. Dashkov, L.P. Organization and management of commercial activities : textbook / L.P. Dashkov, O.V. Pambukhchiyants. – 2nd ed., revised. Moscow : Dashkov and Co., 2018. 400 p. (Educational publications for bachelors). – Access mode: by subscription. – URL: <http://biblioclub.ru/index.php?page=book&id=495757> (date of request: 04/08/2024). – ISBN 978-5-394-02531-0. – Text : electronic.

V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELECOMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCIPLINE

№ пп	Link to an information resource	The name of the development in electronic form	Availability
1.	http://innovation.gov.ru/	Innovation in Russia website	Free access
2.	www.garant.ru	Information and legal portal	Free access
3.	www.consultant.ru	Russian computer Legal Reference System	Free access

VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	http://www.biblioclub.ru	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
2.	http://www.e.lanbook.com	The Electronic Library System (EBS) of the Lan Publishing House	Free access
3.	НЭБ.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory. IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop).

Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.