МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО
на засіданні кафедри
менеджменту, логістики та інновацій
Протокол № 2 від 31.08.2023р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

_____ Каріна НЕМАШКАЛО

ЛОГІСТИЧНЕ ОБСЛУГОВУВАННЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	**07 "Управління та адміністрування"**
Спеціальність	**073 "Менеджмент"**
Освітній рівень	**перший (бакалаврський)**
Освітня програма	**"Логістика"**

Статус дисципліни	**обов'язкова**
Мова викладання, навчання та оцінювання	**англійська**

Розробник:
к.е.н., доцент — СІГАЄВА Тетяна

Завідувач кафедри
менеджменту, логістики та
інновацій — ЯСТРЕМСЬКА Олена

Гарант програми — КОЛОДІЗЄВА Тетяна

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED
at the meeting of the department
management, logistics and innovation
Minutes No. 2 of 31.08.2023.

AGREED
Vice-rector for educational and methodical work

_____ Karina NEMASHKALO

LOGISTICS SERVICE

Program of the course

Field of knowledge	**07 "Management and administration"**
Specialty	**073 "Management"**
Study cycle	**first (bachelor)**
Study program	**"Logistics"**

Course status	**mandatory**
Language	**English**

Developer:
PhD in Economics, Associate Professor — SIGAIEVA Tetiana

Head of the department of management, logistics and innovation — IASTREMSKA Olena

Head of Study Programme — KOLODIZIEVA Tetiana

Kharkiv
2023

INTRODUCTION

The actuality of the discipline and its role in the preparation of specialists. Logistics services are one of the main elements that ensure the competitive advantage of enterprises. Competitive advantage is achieved by maintaining the required level of customer service while reducing the cost of providing it. Therefore, mastering the skills of organizing logistics services for customers is an integral element of training logistics managers.

As the market conditions for the operation of enterprises become more complex, the relevance of the logistics approach to its management increases. This is due to a number of factors, including the expansion of the range and growth of the range of products sold, respectively, a large volume of physical operations in supply and distribution systems, complications in production planning, and increased requirements for the level of service.

The purpose of the course "Logistics Services" is to develop theoretical knowledge and practical skills in organizing logistics services for consumers.

The objective of the course is to acquire in-depth theoretical knowledge of the concept, strategy and tactics of logistics services;

learning the methodological tools for developing and implementing logistics service tasks;

learning the skills of logistics thinking and developing proposals for improving logistics services and mechanisms of its functioning;

learning the skills of organizing logistics services for consumers.

The subject of the course is the general principles and patterns of service flow management, criteria and methods for assessing the quality of service, quality standards.

The object of the course is to study theoretical knowledge and practical skills of organizing logistics services.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competences
LO20	GC5, SC18
LO21	GC5

where, LO20. Organize effective logistics services, determine policies and standards for the provision of logistics services, assess quality and optimize the level of customer service.

GC5. Knowledge and understanding of the subject area and understanding of professional activities.

SC18. Ability to develop a logistics service system, logistics service strategy Ability to organize logistics services for customers and manage orders in the logistics service system. Ability to form a logistics service system and service quality system.

LO21. Identify ways to optimize the flow of goods in the national and international markets, a set of product properties that determine its suitability to meet consumer needs and use this

knowledge to organize safe storage and transportation of goods.

COURSE CONTENT

Content module 1. Fundamentals of logistics services

Topic 1: Logistics approach to service.

1.1. The essence of logistics services.

The concept of customer service. Task of service logistics and service function. The concept of service and classification of services. Requirements for the organization of customer service.

1.2. Classification of types of product service.

Service of consumer demand. Production service. After-sales service. Information service. Financial and credit service.

1.3. System for assessing product service.

The concept of service level assessment. The main components of the service level assessment system. Basic physical units of measurement. Evaluation base that determines the level of aggregation of service level assessment indicators. Quality categories. Factors that determine the quality of products and consumer decisions about their purchase. Forms of service level assessment.

Topic 2. Principles of service system formation.

2.1. Basic principles of service systems formation.

Basic requirements for the formation of service systems.

The basic principles of system analysis in relation to the synthesis of a customer service system: the principle of optimality; principle of emergence; principle of systematization; principle of hierarchy; principle of integration; principle of formalization and others.

2.2 Information support of the logistics service process.

Logistics information system. Modern systems for collecting and processing information.

2.3 The main elements of the customer service system.

A brief description of the customer service system. The process of development and further provision of service. Service specification. Specification of service provision. Specification of control over the level of service. The main approaches to solving the problem of controlling the quality of customer service.

2.4. Development of customer service system standards.

The process of developing a service system. Methods of developing and implementing a service system. Assessment of the actual state of the enterprise and planning of activities for the development and implementation of the service system. Documentation (development of procedures) of customer service. Implementation of the customer service system. Organization of internal audit and evaluation of customer service.

Topic 3: Organization of logistics customer service.

3.1. Formation of partnerships with suppliers and consumers.

Approaches to supplier selection. Determination of the supplier's rating. Quality control of supplies. Loyal customers and their service. Modern systems of forming partnerships with consumers.

3.2. Order management in the logistics service system.

The essence of "order management" and "order cycle". Stages of the order cycle: order planning; order issuance; order processing; collection; order picking; order delivery. Tasks of managing the processes of fulfilling customer orders.

3.3 Organization of logistics services for customer orders.

Customer service system. Problems in the field of customer service. Level of logistics services. Customer service system at the enterprise. Systematic approach to the process of functioning of the customer service system. Factors that provide the complexity of the customer service system.

3.4. The concept of the logistics service cycle.

Logistics service cycle and its stages. Theory of cycles. Formation of the service cycle. Functional elements of logistics as the structural basis of the service system.

Content module 2. Logistics service and customer service quality system.

Topic 4. Logistics service.

4.1 The essence and importance of logistics service.

Service in logistics. The concept of service response logistics. Main characteristics of logistics services. Classification of logistics services.

4.2. Concepts of service logistics.

The concept of perfect service. The concept of complete customer satisfaction. The concept of functional and structural optimisation of customer service.

4.3. Strategic aspects of logistics services.

Strategic decisions in customer service and material flows. Types of logistics service strategies.

Topic 5. Optimisation of the level of logistics services to consumers.

5.1. Costs of logistics services to consumers.

Types of costs for logistics services. Composition of total costs. Directions for minimizing the cost of logistics services.

5.2 Assessment of the level of logistics services.

Level of logistics service. Methods for assessing the level of service. Quantitative and qualitative forms of service level assessment. Classification, limiting and evaluation indicators of service. Expert evaluation of the level of service. Differential method of evaluation. Comprehensive method.

5.3. Substantiation of the optimal level of logistics service by consumers.

Features of optimizing the level of logistics service. Components of a sufficient level of service in a competitive environment.

Topic 6. Quality system of logistics services.

6.1. Quality management in the logistics system.

The meaning of quality for different categories of consumers. Quality of service. The conceptual framework for product quality management expressed in ISO 9000 standards. The essence of customer service quality management. The process of quality management. Basic concepts of service quality control. Principles of service quality management.

6.2. Quality standards and their role in ensuring a high level of logistics service.

International organization for standardization - ISO. ISO standards of the 9000 series. Elements of the quality system according to ISO 9000-1. Structure of the ISO 9000 family of standards.

6.3. Quality assurance of services in logistics based on ISO 9000 standards.

General quality management. Quality planning system. Quality assurance. Quality improvement. The concept of TQM and its principles. Conceptual components of ISO 9000 and TQM. Goals of the enterprise in the field of quality of logistics services.

The list of practical and laboratory studies in the course is given in table 2

Table 2

List of practical (seminar) and laboratory studies

Name of the topic and/or task	Content
Topic 1: Practical 1	Parameters and characteristics of logistics services. Determining the level of logistics service.
Topic 2. Laboratory 1, 2	Calculating the monthly volume of purchases using ABC XYZ analysis and Pareto diagram
Topic 3: Laboratory 3, Practical 2.	Parameters and characteristics of logistics services
Topic 4. Practical 3	Service in the field of logistics. Calculating the level of service using the Wilson formula.
Topic 5. Laboratory 4.	Justification for making logistics decisions on customer service.
Topic 6. Practical 4,5.	Using the Raleigh rule to assess the quality of logistics services

The list of self-studies in the course is given in table 3

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1: Logistics approach to service maintenance.	1. Modern approaches to the definition of logistics services. 2. Logistics principles of service. 3. Levels of customer service
Topic 2. Principles of service system formation.	1. Basic and additional principles of service systems formation. 2. Composition of the main elements of the customer service system. 3. Development of a customer service system
Topic 3: Organization of logistics customer service.	1. Technology of order processing. 2. Logistics product and logistics service. 3. Modern information technologies for order processing. 4. Types of service activities.
Topic 4. Logistics service	1. Service management in logistics.

	2. Dependence of service costs on the level of service. 3. Formation of subsystems of logistics service. 4. Principles of logistics service.
Topic 5. Optimization of the level of logistics services to consumers.	1. Methods for assessing the level of logistics service. 2. Classification of logistics services. 3. Basic optimisation of the level of customer service.
Topic 6. Quality system of logistics services.	1. Quality criteria for logistics services. 2. Service response logistics - SRL. 3. Analysis of service quality systems. 4. Classification and assessment of service quality costs.

The number of hours of lectures, practical (seminar) and laboratory studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of studying the discipline, the following educational methods are used to achieve certain learning outcomes and intensify the educational process:

Verbal (lecture (Topic 1, Topic 3, Topic 4, Topic 5, Topic 6), problem lecture (Topic 2), lecture-provocation (Topic 6).

Visual (demonstration (All topics in the discipline).

Practical (topic 1, 3, 4, 6), laboratory (topic 2, 3 and 5), essay (Topic 2), case method (Topic 6).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of graduate students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the graduate student to perform specific work and is assessed by the amount of points scored:

− for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

− for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: Educational and research tasks on the topic (60 points), individual task (20 points), colloquium (5 and 10 points), essay (5 points).

Semester control: Grading

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDER LITERATURE

Main

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2. Логістика : навчальний посібник для студентів галузі знань 0306 "Менеджмент і адміністрування" всіх форм навчання / К. В. Мельникова, Т. О. Колодізєва, О. В. Авраменко та ін. ; за заг. ред. докт. екон. наук, проф. О.М. Ястремської. – Х. : ХНЕУ ім. С. Кузнеця, 2015. – 272 с. - Режим доступу: : http://www.repository.hneu.edu.ua/jspui/handle/123456789/12240

Additional

3. Мельникова К. В. Теоретичні принципи логістичного обслуговування споживачів / К. В. Мельникова // Електронне наукове фахове видання Мукачівського державного університету «Економіка та суспільство». – 2017. – № 8. – С. 309 – 312. - Режим: http://repository.hneu.edu.ua/handle/123456789/16432
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7. Matviienko-Biliaieva G. L. The introduction of modern methods of logistics in entrepreneurial activity / G. L. Matviienko-Biliaieva, H. V. Strokovych, K. O. Velykykh, V. O. Kozub, M. S. Bril // ASTRA Salvensis. – 2020. – Supplement no. 1. – С. 155–166. - Access mode: http://repository.hneu.edu.ua/handle/123456789/24611
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Information resources

9. Logistics service. S. Kuznets KhNUE Personal Learning Systems – [Electronic resourse].. - Access mode: https://pns.hneu.edu.ua/course/view.php?id=9005