

ALFRED NOBEL UNIVERSITY, DNIPRO

**STUDY PROGRAMME
ENTREPRENEURSHIP, TRADE AND EXCHANGE
ACTIVITIES (Bachelor's degree)**

COURSE CATALOGUE

2020-2021 academic year

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CONTENT

1. MANDATORY COURSES	4
<i>FOREIGN LANGUAGE</i>	4
<i>INFORMATION AND COMMUNICATION TECHNOLOGIES</i>	7
<i>HIGHER AND APPLIED MATHEMATICS</i>	11
<i>UKRAINIAN IDENTITY, HISTORY, CULTURE AND LANGUAGE</i>	14
<i>LAW</i>	17
<i>CHEMISTRY AND METHODS OF RESEARCH OF RAW MATERIALS</i>	20
<i>STATISTICS</i>	23
<i>BUSINESS FOREIGN LANGUAGE</i>	26
<i>ENTREPRENEURSHIP</i>	29
<i>COMMODITY ASPECTS</i>	31
<i>TECHNOLOGY OF TEAMWORK ORGANIZATION</i>	34
<i>ORGANIZATION OF PRODUCTION PROCESSES (ORGANIZATION OF TRADE. ORGANIZATION OF RESTAURANT BUSINESS)</i>	36
<i>ENTERPRISE'S FOREIGN ECONOMIC ACTIVITY</i>	39
<i>MANAGEMENT</i>	42
<i>SALES TECHNIQUES AND CUSTOMER INVOLVEMENT</i>	44
<i>MARKETING</i>	46
<i>ECONOMICS OF TRADE</i>	48
<i>BASICS OF ACCOUNTING AND REPORTING</i>	50
<i>TRADE ENTREPRENEURSHIP</i>	53
<i>COMMODITY ANALYSIS (NON-FOOD PRODUCTS)</i>	55
<i>COMMODITY ANALYSIS (FOOD PRODUCTS)</i>	58
<i>COMMERCIAL ACTIVITIES</i>	60
<i>EXCHANGE ACTIVITIES (ORGANIZATION OF STOCK EXCHANGE ACTIVITIES)</i>	62
<i>EXCHANGE ACTIVITIES (COMMODITIES EXCHANGE)</i>	64
<i>ADVERTISING IN BUSINESS</i>	66
<i>LOGISTICS</i>	68
2. ELECTIVE COURSES	71
<i>BUSINESS ETHICS</i>	71
<i>BASIC OF ECONOMIC SCIENCE</i>	73
<i>PRINCIPLES OF PSYCHOLOGY</i>	76
<i>ECONOMY AND FOREIGN ECONOMIC ACTIVITY OF UKRAINE</i>	78
<i>SOCIOLOGY</i>	81
<i>PHILOSOPHY</i>	84
<i>REGIONAL ECONOMY</i>	86
<i>AESTHETICS OF GOODS AND DESIGN</i>	88
<i>ECONOMIC ANALYSIS</i>	90
<i>BASICS OF LABOR PROTECTION</i>	92
<i>THE BASICS OF HEALTHY NUTRITION</i>	94
<i>MARKETING RESEARCH</i>	96
<i>PACKING MATERIALS AND CONTAINERS</i>	99
<i>WORLD MARKET OF GOODS AND SERVICES</i>	101
<i>SHOP EQUIPMENT</i>	103
<i>TECHNICAL REGULATIONS (THE BASICS OF STANDARDIZATION, METROLOGY AND QUALITY CONTROL)</i>	105
<i>APPLIED METHODS OF QUALITY CONTROL</i>	107
<i>MATERIAL SCIENCE AND THE BASICS OF TECHNOLOGY OF GOODS</i>	109
<i>PRODUCT CERTIFICATION</i>	111
<i>THE BASICS OF ECOLOGY AND CONSUMPTION SAFETY</i>	113
<i>COMMODITY ANALYSIS (FOOTWEAR AND FURS)</i>	115

<i>COMMODITY ANALYSIS (FURNITURE AND CONSTRUCTION PRODUCTS)</i>	117
<i>CONSUMER PROTECTION</i>	119
<i>E-COMMERCE</i>	121
<i>BUSINESS PLANNING</i>	123
<i>CATEGORY MANAGEMENT OF PRODUCT ASSORTMENT</i>	125
<i>SERVICE ORGANIZATION AND TECHNOLOGY</i>	127
<i>MARKETING COMMUNICATIONS</i>	129
<i>COMMODITY ANALYSIS (DAIRY, FISH AND MEAT PRODUCTS)</i>	131
<i>COMMODITY ANALYSIS (FRUIT, VEGETABLES AND FLAVOUR PRODUCTS)</i>	134
<i>PROFESSIONAL TRAINING</i>	136
<i>INTERNSHIP</i>	139
<i>STRUCTURE OF THE STUDY PROGRAMME ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES (BACHELOR'S DEGREE)</i>	141

1. MANDATORY COURSES

FOREIGN LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	1,2/28 weeks, 112 hours in class	12,0 / Mandatory	Iryna Hrechukhina, Ph.D. (Candidate of Science), Associate Professor; Natalia Bespalova, Senior Lecturer; Polina Hrytskevych, Lecturer	360 hours (112 h. seminars/practicals, 248 h. self-study time)
Course aims: The course is geared towards developing and improving the foreign language communication skills obtained at school, as well as raising the level of the foreign language acquisition.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) enlarge the vocabulary and employ lexical units learned within the thematic structure of the course		Practical classes, self-study activity		Practical skills assessment (CAS)
2) use grammatical tenses and grammatical structures learned in the course;		Practical classes, self-study activity		Written/oral answers to questions (CAS)
3) comprehend relevant written and audio authentic texts based on vocabulary and grammar covered in the course;		Practical classes, pair/small group discussions		Participation in the discussion, student report assessment (CAS)
4) read and comprehend authentic texts with and without the use of a dictionary;		Internet search, self-study activities, discussion on the basis of student reading		Participation in the round table discussion, written test (CAS)
5) communicate freely on one-to-one basis within the themes studied in the course;		Group discussion, pair work		Oral answers to questions, speaking skills assessment (CAS)

6) make small talks in a variety of the situations covered by the course;	Pair work/ group work	Pair work/ group work assessment/ peer assessment (CAS)
7) talk over the phone in formal and informal surroundings, book the hotel and discuss room service, suggest a pastime;	Pair work, role play	Participation in the role play (CAS)
8) write a review of a film/book;	Self-study activities, Internet search	Review assessment (CAS)
9) write a letter of complaint/ a cover letter / an email;	Practical classes, self-study activities, peer review	Writing skills assessment (CAS)
10) outline own oral reports in English.	Individual presentations	Presentation assessment (CAS)
Learning outcomes 1-10		Mid-term control: test (written (answers to questions, essay; oral: conversation assessment) (CAS)
Learning outcomes 1-10		Achievement test (CAS)

Assessment

Final grade (final assessment) as a result of 100% continuous assessment:

- 10% Participation in the discussion
- 10% Participation in the role play
- 10% Practical skills assessment/ Test (written)
- 20% Essay/ business correspondence (written)
- 20% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay)
- 15% Achievement test (written tests, essay)

Contents

Thematic structure of the course:

- Life: First impressions. Friends. Wealth. Work and Leisure.
- Travelling and Entertainment: Experiences. Holiday Heaven.
- House & Home. Furniture.
- Fate: Luck. Coincidences. Twists of fate. Risk.
- Jobs & Family: Work Routine. Work/ life Balance. Career Plan.
- Life Stages and Life Changes.
- Mass Media. Making News.
- Shopping. Shops and Shoppers. Customer Habits.

Literature

Compulsory reading

1. Roberts, R., Clare, A., Wilson, JJ. (2011) New Total English. Intermediate. Pearson Education Limited.

2. Crace, A., Acklam, R. (2011) New Total English. Upper-Intermediate. Pearson Education Limited.
3. Cox, M. (2018) Cambridge IGCSE® First Language English Coursebook. Fifth edition. Cambridge University Press.

Recommended reading

1. Evans, V., Dooley, J. (2009) Grammarway 2. Express Publishing.
2. Evans, V., Dooley, J. (2009) Grammarway 3. Express Publishing.
3. Pavich, J. (2018) Cambridge International AS Level English General Paper Coursebook. Fifth edition. Cambridge University Press.
4. Tarnopolsky, O. (2010) English communication role plays. Teaching tutorial. Dnipropetrovsk, DUEP Publ., 61 p.
5. Williams, E. (2008) Presentations in English. Macmillan.

INFORMATION AND COMMUNICATION TECHNOLOGIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 weeks, 56 hours in class	6,0 / Mandatory	Tetiana Chumak, Senior Lecturer	180 hours (14 h. lectures, 42 h. lab. works, 124 h. self-study time)
Course aims: the students get a high level of information and computer culture as well as practical skills for working with modern hardware using the latest information technologies to solve various problems in the professional activities.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the basic tools of Windows freely;		Lecture, lab. works, discussion, solving problems, self-study activities		Participation in the discussion, solving problems using appropriate software, laboratory work report (CAS)
2) create, format, and print documents in Microsoft Word;		Lecture, lab. works, solving problems using appropriate software		Solving problems, laboratory work report, test (CAS)
3) generate spreadsheets in Microsoft Excel and make necessary calculations;		Lecture, lab. works, solving problems, self-study activities		Solving problems using appropriate software, laboratory work report, test (CAS)
4) create relational Microsoft Access database and manage them;		Lecture, lab. works, solving problems using appropriate software, self-study activities, internet search		Solving problems, individual presentation assessment, essay (CAS)
5) automate work in Microsoft Office by using Visual Basic		Lecture, guided self-study activities, solving problems		Solving problems using appropriate software, quiz, peer small group presentation (CAS)

6) create electronic presentations in Microsoft PowerPoint;	Lecture, lab. work, self-study activities	Laboratory work report, individual presentation assessment (CAS)
7) use Internet-technologies for solving professional problems, search and store necessary information; manage correspondence by e-mail;	Lab. work, internet search, self-study activities	Laboratory work report, participation in the discussion, test (CAS)
8) organize their work using business organizer Microsoft Outlook;	Lecture, lab. work, self-study activities	Laboratory work report, individual presentation assessment, test (CAS)
9) perform settings of programs to work in the global network.	Lab. work, internet search, self-study activities	Participation in the discussion, essay (CAS)
Learning outcomes 1-5		Mid-term control (CAS)

Assessment

Final grade (final assessment) as a result of 100% continuous assessment:

40% Solving problems using appropriate software

15% Test

15% Essay

15% Individual presentation

15% Mid-term control (laboratory work report, test)

Contents

Module 1. Theoretical foundations of computer science. Information systems. Text data processing systems

Subject, methods and objectives of the course. Theoretical Foundations of Computer Science.

Information Systems (IS) and their role in the management of the economy

The principles and structure of the PC software. The Windows operating system

Systems for processing text information. Text editor MS Word. Editing and formatting text

Module 2. MS Word Tables. Technology for creating presentations. Local area network

The use of Internet-technologies

Creating tables in MS Word. Automation of document creation

The technology of creating presentations in MS PowerPoint

Local computation networks

The use of Internet technologies

Working with Web-site. Navigation on the web

Module 3. Systems of tabular data processing. The MS Excel spreadsheet

Systems of tabular data processing. The MS Excel spreadsheet. Basics of working in MS Excel

Working with formulae and functions in MS Excel

Module 4. Working with Database in MS Excel. Fundamentals of office programming

Creating, editing and formatting charts in MS Excel

Working with Database in MS Excel

Fundamentals of office programming

Module 5. Fundamentals of database constructing. Purposes, general characteristics, features and possibilities of MS Access. Creating, editing and using database query

Fundamentals of database constructing

Creating, editing and managing database with database managing system

Creating, editing and using database queries in MS Access

Module 6. Development and use of forms in MS Access. Queries. Generating reports

Development and use of forms in MS Access

Generating reports in MS Access

Using macros generator

Literature

Compulsory reading

1. Клименко О.Ф. Інформатика: Підручник / О.Ф. Клименко, Н.Р. Головка. – К.: КНЕУ, 2011. – 579 с.
2. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 1. – 294 с.
3. Рогоза М.Є. Основи інформатики та технологій програмування: Навч. посібник / М.Є. Рогоза, С.К. Рамазанова, А.В. Велігура, С.М. Ткаченко. – Полтава: ПУЕТ, 2012. – Ч. 2. – 322 с.
4. Кучерява Т.О. Інформатика та комп'ютерна техніка: активізація навчання: Підручник / Т.О. Кучерява, М.В. Сільченко, І.В. Шабаліна. – К.: КНЕУ, 2008. – 448 с.
5. Поляков, В. П. Информатика для экономистов : учебник для бакалавриата и специалитета / В. П. Поляков, В. П. Косарев. – М. : Юрайт, 2019. - 524 с.
6. Царев Р.Ю. Теоретические основы информатики: Учебник / Царев Р.Ю., Пупков А.Н., Самарин В.В и др. - Краснояр.: СФУ, 2015. - 176 с.
7. Леонтьев В.П. "Office 2016. Новейший самоучитель"/ В.П. Леонтьев. М.: Эксмо, 2015. - 368 с.
8. Леонтьев В.П. Microsoft Word 2016. Новейший самоучитель/ В.П. Леонтьев. М.: Эксмо, 2016. - 128 с.
9. Рудикова Л. В. Microsoft Office Excel 2016 / Л.В. Рудикова. – СПб.: БХВ-Петербург, 2017. – 640 с.
10. Бекаревич Ю.Б. Самоучитель Microsoft Access 2016 / Ю.Б. Бекаревич, Н.В. Пушкина. - СПб.: БХВ-Петербург, 2017. - 480 с.
11. Гузенко Е.Н. "Работа в сети Интернет" / Е. Н. Гузенко, А.С. Сурядный. М.: АСТ, 2011. - 432 с.
12. Lambert Joan , Lambert Steve. MOS 2016 Study Guide for Microsoft Word / Joan Lambert , Steve Lambert. – Redmond, United States: Microsoft Press, U.S., 2016. – 224 p.
13. Lambert Joan. MOS 2016 Study Guide for Microsoft PowerPoint / Joan Lambert. – Redmond, United States: Microsoft Press, U.S., 2016. – 176 p.
14. Lambert Joan. MOS 2016 Study Guide for Microsoft Excel/ Joan Lambert. – Redmond, United States: Microsoft Press, U.S., 2016. – 192 p.
15. Pierce John . MOS 2016 Study Guide for Microsoft Access /John Pierce. – Redmond, United States: Microsoft Press, U.S., 2017. – 240 p.

Recommended reading

1. Советов Б.Я. Информационные технологии / Б.Я. Советов. М.: Юрайт, 2016. – 327 с.
2. Матюшок В. М. Информатика для экономистов: Учебник / В.М. Матюшок. – 2-е изд., перераб. и доп. – М.: НИЦ ИНФРА-М, 2016. – 460 с.
3. Чумак Т.В. Информатика: Лабораторный практикум (разделы: “Операционная система WINDOWS”, “Системы обработки текста Текстовый процессор MS WORD”) / Т.В. Чумак, Л.И. Ярмоленко, А.И. Пасько. – Д.: Днепрпетровский университет им. Альфреда Нобеля, 2011. – 50 с.
4. Информатика: Лабораторный практикум (раздел “Системы табличной обработки данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепрпетровский университет им. Альфреда Нобеля, 2013. – 104 с.
5. Информатика: Лабораторный практикум (раздел “Системы управления базами данных”) / Н.О. Ризун, Л.И. Ярмоленко, Т.В. Чумак и др. – Д.: Днепрпетровский университет им. Альфреда Нобеля, 2014. – 92 с.
6. AMC College. Spreadsheet (Microsoft Excel 2019) Level 3. Advanced Micro Systems Sdn Bhd, ISBN-13: 9789672403630 – 56 p.
7. Rizun N.O. Informatics: Workshop, Part 1, 2 / N.O. Rizun, S.I. Medinska, I.I. Lipska.– Д.: Днепрпетровский университет им. Альфреда Нобеля, 2011. – 80 с.
8. Rizun N.O. Informatics: Workshop, Part 3 / N.O. Rizun, L.N. Savchuk. – Д.: Днепрпетровский университет им. Альфреда Нобеля, 2014. – 80 с.
9. Chris Smitty Smith. Excel 2019 - Business Basics and Beyond. Tickling Keys, Incorporated, 2019, ISBN-13: 9781615470617 – 279 p.
10. Mary Anne Poatsy, Keith Mulbery, et al. Exploring Microsoft Office 2019. Pearson Higher Education & Professional Group, 2019, ISBN-13: 9780135402542 – 1120 p.
11. Joan Lambert. Microsoft Word 2019 Step by Step. Microsoft Press, 2019. ISBN-13: 9781509306237 – 720 p.
12. Price Michael. Office 2019 in easy steps / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 240 p.
13. Price Michael. Word 2019 in easy steps / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 216 p.
14. Price Michael. Excel 2019 in easy steps / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 192 p.
15. Price Michael. Access in easy steps : Illustrating using Access 2019 / Michael Price. – Southam, United Kingdom: In Easy Steps Limited, 2019. – 192 p.
16. Stephen Saxton. Excel for New Managers: A perfect understanding of how Microsoft Excel works. 2019. Amazon, ISBN-13: 978-1695396869 – 172 p.
17. Kevin Wilson. Using Excel 2019: The Step-by-step Guide to Using Microsoft Excel 2019. Elluminet Press, 2020, ISBN-13: 9781913151034 – 150 p.

HIGHER AND APPLIED MATHEMATICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 weeks, 56 hours in class	6,0 / Mandatory	Olena Kholod, Ph.D. (Candidate of Science), Professor	180 hours (28 h. lectures, 28 h. practicals, 124 h. self-study time)
Course aims: forming the students basic mathematical knowledge to solve problems in professional work, logical thinking skills and mathematical analysis applications.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) apply the mathematical apparatus to describe the relations between economic performance; analyze the relation that simulates economic processes;		Lecture, practicals, discussion, solving problems, self-study activities		Participation in the discussion, quiz, solving problems (CAS)
2) perform operations on matrices, solve equations in matrix form;		Lectures, practicals, solving problems using appropriate software, self-study activities, internet search		Solving problems, test (CAS)
3) solve and explore a systems of linear equations;		Lecture, practicals, solving problems using appropriate software, self-study activities, internet search		Solving problems using appropriate software, essay (CAS)
4) to use the tools of mathematical analysis and methods of differential calculus to the study of functional relationships;		Lecture, practicals, solving problems using appropriate software, self-study activities		Solving problems, individual presentation assessment (CAS)
5) to use the instruments of vector algebra and analytical geometry in solving practical problems;		Practicals, guided self-study activities, solving problems		Solving problems, test (CAS)
6) to carry out the differentiation of functions, to apply the methods of differential calculus in economic research;		Lecture, practicals, solving problems using appropriate software, self-study activities, internet search		Solving problems using appropriate software, essay (CAS)

7) to carry out the integration of functions, solve differential equations, investigate numerical and power series for convergence;	Lecture, practicals, solving problems using appropriate software, self-study activities	Participation in the discussion, quiz, solving problems, test (CAS)
8) self-study math books	Self-study activities	Participation in the discussion, essay (CAS)
Learning outcomes 1-3, 8		Mid-term control (CAS)
Learning outcomes 4-7, 8		Mid-term control (CAS)
Learning outcomes 1-7		Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (written works, each work includes 10 tests, 3 practical tasks and one creative task) 60% Continuous assessment: 20% Solving problems 10% Test 15% Essay 15% Mid-term control (computer multiple choice tests, essay)		
Contents		
Thematic structure of the course: Module 1. Elements of linear algebra Linear algebra. Matrix. Determinations Systems of linear algebraic equations Jordan transformations Introduction to the mathematical analysis Function. Limits and their properties Continuity of functions Module 2. Differential calculus of one variable function. Elements of vector algebra and analytical geometry Derivative of function and its applications Derivative. Differential of function. Application of derivative Vector algebra Line in the plane Module 3. Functions of several independent variables. Indefinite integral Functions of several independent variables Indefinite integral Module 4. Definite integral and its applications. Differential equations. Series Definite integral and its applications Differential equations First-order differential equations Linear differential equations with constant coefficients Linear difference equations with constant coefficients Series. Numerical series. Functional series		

Literature

Compulsory reading

1. Валєєв К.Г. Вища математика для економістів / К.Г. Валєєв, І.А. Джалладова, С.В. Дегтяр. – К.: Знання, 2011. – 287 с.
2. Барковський В.В. Вища математика для економістів. Навчальний посібник / В.В. Барковський, Н.В. Барковська. – К.: ЦУЛ, 2011. – 448 с.
3. Вища математика із використанням інформаційних технологій. Підручник / В.П. Іващенко, Г.Г. Швачич, В.С. Коноваленков та ін. – Запоріжжя: Дике Поле, 2013. – 426 с.
4. Зайцев Є.П. Вища математика: Навчальний посібник / Є.П. Зайцев. – Кременчук: Вид-во “Кременчук”, 2011. – 170 с.
5. Вища та прикладна математика: Збірник завдань для самостійної роботи / О.Г. Холод, Г.Г. Швачич, Г.Я. Глуха та ін. – Дніпро: Університет імені Альфреда Нобеля, 2011. – 90 с.
6. Высшая математика для экономистов / Под ред. Н.Ш. Кремера. – М.: Юнити-Дана, 2010. – 479 с.
7. Carl P. Simon. Mathematics for Economists, 2016. – 899 p.
8. David C. Lay, Steven R. Lay, Judi J. McDonald. Linear Algebra and Its Applications. – United States, 2015. – 576 p.

Recommended reading

1. Берегова Г.І. Математика для економістів: вища математика (перша частина): Навчальний посібник / Г.І. Берегова, В.Н. Гладунський. – К.: УБС НБУ, 2014. – 374 с.
2. Математика для економістів. Збірник задач: Навч. посіб. / С.В. Білоусова, В.О. Борисейко, Ю.А. Гладка та ін. – К.: Київ. нац. торг.-екон. ун-т, 2015. – 504 с.
3. Практикум з навчальної дисципліни “Вища математика для економістів” на основі MatLab / С.М. Чистов, А.Є. Никифоров, Т.Ф. Куценко та ін. – К.: КНЕУ, 2008. – 190 с.
4. Problems in Mathematical Analysis. Under the editorship of B. Demidovich. Mir Publishers, M., 1972.

UKRAINIAN IDENTITY, HISTORY, CULTURE AND LANGUAGE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 weeks, 56 hours in class	4,5 / Mandatory	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor Olena Turchak, Ph.D. (Candidate of Science), Associate Professor	135 hours (56 h. lectures, 79 h. self-study time)
Course aims: The course is geared towards helping students study the features the socio-economic development, the evolution of the political system and state processes at different stages of the history of Ukraine.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) analyze main events of Ukrainian history in the context of world historic process;		Lecture, discussion	Oral answers to questions, participation in the discussion (CAS)	
2) use basic concepts, categories and methods of historic research;		Lecture, tutorials	Oral answers to questions (CAS), test	
3) work out their own position concerning historic events and actors;		Discussion, self-study activities	Oral answers to questions, test participation in the discussion (CAS)	
4) analyze the degree of influence on the evolution of various historical periods of social, political, ideological, economic factors;		Lecture, tutorials, self-study activities, class discussion	Presentation, test (CAS), mid-term control	
5) analyze development of modern Ukraine.		Lecture, Internet search, discussion.	Essay, participation in the discussion (CAS)	
Learning outcomes 1-5			Final exam (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%): 25% Test (multiple choice, computer)				

20% Answers (oral)
15% Mid-term control (computational exercises, mini case)
Contents
<p>Thematic structure of the course:</p> <p>Subject and tasks of the course.</p> <p>Kievan Rus as a state of East Slavic tribes.</p> <p>Mongol invasion and Galicia–Volhynia.</p> <p>Ukrainian lands under Polish–Lithuanian Commonwealth.</p> <p>Zaporozhian Cossacks and the Hetmanate</p> <p>Partitions of Poland and Ukraine.</p> <p>Ukrainian lands in Russian and Austrian Empires.</p> <p>Ukrainian 1917-1921 revolution and Soviet Ukraine.</p> <p>Independent Ukraine</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Дзюба Т. Мова як формант моделі національної ідентичності (за матеріалами публіцистики другої половини ХІХ ст. – першої третини ХХ ст.) [Електронний ресурс] / Т. Дзюба // Наукові праці Національної бібліотеки України ім. В. І. Вернадського. - 2011. - Вип. 31. - С. 384-397. - Режим доступу: http://nbuv.gov.ua/UJRN/nrnbuimviv_2011_31_35 2. Кравченко О. В. Етнічна динаміка та проблема просторового структурування культурних ідентичностей в Україні (кінець ХХ — початок ХХІ ст.) [Електронний ресурс] / О. В. Кравченко // Вісник Харківської державної академії культури. - 2011. - Вип. 32. - С. 25-33. - Режим доступу: http://nbuv.gov.ua/UJRN/hak_2011_32_2 3. Поліщук Р. М. Політика і спорт: ідеологія, імідж, ідентичність [Електронний ресурс] / Р. М. Поліщук // Молодий вчений. - 2019. - № 5(2). - С. 339-345. - Режим доступу: http://nbuv.gov.ua/UJRN/molv_2019_5(2)_20 4. Баумейстер А. О. Ідентичність Європи: виклики і загрози The Paris Statement. A Europe we can believe in [Електронний ресурс] / А. О. Баумейстер // Філософські проблеми гуманітарних наук. - 2018. - № 2. - С. 14-24. - Режим доступу: http://nbuv.gov.ua/UJRN/Fpgn_2018_2_4 5. Мельничук В. В. Релігійна складова національної ідентичності українців [Електронний ресурс] / В. В. Мельничук // Гілея: науковий вісник. - 2019. - Вип. 143(2). - С. 106-109. - Режим доступу: http://nbuv.gov.ua/UJRN/gileya_2019_143(2)_23 6. Кирилюк О. С. Структури історичної пам'яті українства – основа національної ідентичності – як об'єкти асиміляторських атак [Електронний ресурс] / О. С. Кирилюк // Гілея: науковий вісник. - 2019. - Вип. 144(2). - С. 48-52. - Режим доступу: http://nbuv.gov.ua/UJRN/gileya_2019_144(2)_12
Recommended reading
<ol style="list-style-type: none"> 1. Кривицька О. В. Спільна ідентичність в умовах дезінтеграції українського суспільства: особливості і шляхи формування [Електронний ресурс] / О. В. Кривицька // Наукові записки Інституту політичних і етнонаціональних досліджень ім. І. Ф. Кураса НАН України. - 2018. - Вип. 3-4. - С. 124-141. - Режим доступу: http://nbuv.gov.ua/UJRN/Nzipiend_2018_3-4_8

2. Ващинська І. І. Регіоналізм в Україні: переосмислення крізь призму соціальних ідентичностей та групових лояльностей [Електронний ресурс] / І. І. Ващинська // Український соціум. - 2018. - № 4. - С. 9-18. - Режим доступу: http://nbuv.gov.ua/UJRN/Usoc_2018_4_3
3. Cherpurda G. Implementation of "The Great plan of nature transformation" in Ukraine: the history of legal base formation [Електронний ресурс] / G. Cherpurda // Гуманітарний вісник. Сер.:Історичні науки. - 2016. - Число 24, Вип. 8. - С. 111-118. - Режим доступу: http://nbuv.gov.ua/UJRN/Gvi_2016_24_8_18
4. Glamazda P. General Characteristics of the Judicial System of Ukraine – Cossack Hetmanate (1722-1760) [Електронний ресурс] / P. Glamazda // Історико-правовий часопис. - 2017. - № 1. - С. 50-55.
5. Nikolaiets Y. Historical memory about Second World War in the context of threats of government in Ukraine [Електронний ресурс] / Y. Nikolaiets // Східноєвропейський історичний вісник. - 2019. - Вип. 11. - С. 225-240. - Режим доступу: http://nbuv.gov.ua/UJRN/eehb_2019_11_22
6. Ozturk M. Turkey and Ukraine During the First World War [Електронний ресурс] / M. Ozturk // Проблеми історії країн Центральної та Східної Європи. - 2017. - Вип. 6. - С. 272-281.
7. Sinyavska L. Soviet historiography of researches of the heavy industry of Eastern Ukraine under the conditions of the First World War [Електронний ресурс] / L. Sinyavska // Східноєвропейський історичний вісник. - 2018. - Вип. 7. - С. 75-87.
8. History of Ukraine. <https://www.britannica.com/place/Ukraine/History>

LAW				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	4,0 / Mandatory	Tetyana Lezhneva, PhD (Candidate of Science), Associate Professor	120 hours (28 h. lectures, 14 h. seminars/practicals, 78 h. self-study time)
Course aims: The course is geared towards helping students apply the norms of law of different branches practically and defend the rights in case of violation.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) feel confident in the basics of law and legislation;		Lecture, practical classes, discussion,	Participation in the discussion (CAS)	
2) apply the main legal standards in practice;		Practical classes, business game, case study in small groups	Participation in the business play, case study presentation (CAS)	
3) integrate conceptual understandings of the Ukrainian legal system, fundamental areas of legal knowledge and relevant advanced specialist bodies of knowledge within the discipline of law;		Lecture, practical classes, discussion,	Participation in the discussion, essay, (CAS)	
4) understand the terminology;		Practical classes, presentation	Test (CAS)	
5) get oriented in sources and literature jurisprudence and use them in everyday life.		Internet search, self-study activities	Presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion				

<p>10% Participation in the business play 10% Case study presentation 20% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia)</p>
Contents
<p>Thematic structure of the course: Module 1. Basics of theory of state and law Basic concepts of theory of state Basic concepts of theory of law Module 2. Special branches of law of Ukraine Basics of constitutional legislation Basics of civil legislation Basics of family legislation Basics of criminal legislation Basics of labor legislation and legislation of social protection Basics of administrative legislation General characteristic of environmental and land laws</p>
Literature
Compulsory reading
<p>1. Конституція України від 28.06.1996 № 254к/96-ВР URL: https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80 2. Цивільний кодекс України від 16.01.2003 № 435-IV URL: 3. Сімейний кодекс України від 10.01.2002 № 2947-III URL: https://zakon.rada.gov.ua/laws/show/2947-14 4. Кодекс законів про працю України від 10.12.1971 № 322-VIII URL: https://zakon.rada.gov.ua/laws/show/322-08 5. Кримінальний кодекс України від 05.04.2001 № 2341-III URL: https://zakon.rada.gov.ua/laws/show/2341-14 6. Гапотій В.Д., Мінкова О.Г., Печерський О.В. Правознавство: підручник. Мелітополь: Вид-во МДПУ ім. Богдана Хмельницького, 2015. 893 с. URL: http://eprints.mdpu.org.ua/id/eprint/4574/ 7. Крестовська Н.М., Александрова Ю.В., Балобанов О.О. та ін. Правознавство: підручник. Одеса: Атлант, 2015. 554 с. URL: http://dspace.oneu.edu.ua/jspui/handle/123456789/4597 8. Основи права України : навч. посіб. / М. Ващишин, Н. Отчак, М.Теличко, С. Холявка; за ред. М. Ващишин. Львів: Галицька спілка видавців, 2016. 228 с. URL: http://repository.ldufk.edu.ua/handle/34606048/5884 9. Пасічна І.О., Бойко В.В. Правознавство та основи конституційного права: конспект лекцій. Полтава: ПолтНТУ, 2017. 130 с. URL: http://reposit.nupp.edu.ua/handle/PoltNTU/2119</p>
Recommended reading
<p>1. Загальна декларація прав людини від 10.12.1948. URL: https://zakon.rada.gov.ua/laws/show/995_015 2. Конвенція про захист прав людини і основоположних свобод від 04.11.1950. URL: https://zakon.rada.gov.ua/laws/show/995_004</p>

3. Про авторське право і суміжні права: Закон України від 23.12.1993 № 3792-XII. URL: <https://zakon.rada.gov.ua/laws/show/3792-12>
4. Про відпустки: Закон України від 15.11.1996 № 504/96-ВР URL: <https://zakon2.rada.gov.ua/laws/show/504/96-%D0%B2%D1%80>
5. Про оплату праці: Закон України від 24.03.1995 № 108/95-ВР URL: <https://zakon.rada.gov.ua/laws/show/108/95-%D0%B2%D1%80>
6. Мироненко В.П., Пилипенко С.А. Сімейне право України: підручник. Київ: Правова єдність, 2008. 477с.
7. Теорія держави і права. Академічний курс: Підручник / За ред. О.В. Зайчука, Н.М. Оніщенко. Київ: Юрінком Інтер, 2008. 688 с.
8. Трудове право України: Академічний курс: Підручник / П.Д. Пилипенко, В.Я. Бурак, З.Я. Козак та ін. Київ: Ін Юре, 2007. 536 с.
9. Харитонов Є.О., Старцев О.В. Цивільне право України: Підручник. Київ: Істина, 2007. 816 с.
10. Хохлова І.В., Шем'яков О.П. Кримінальне право України (Загальна частина): Навчальний посібник. Київ: Центр навчальної літератури 2006. 272 с.
11. Convention on Relations between States and International Organizations of a Universal Character, adopted in Vienna on March 14th 1975.
12. Charter of the United Nations, 1945
13. Vincent, Nicholas (2012). Magna Carta: A Very Short Introduction. Oxford, UK: Oxford University Press.
14. Mousourakis George. Fundamentals of Roman Private Law. – Springer, 2012. – 366 p.
15. Tellegen-Couperus Olga. A Short History of Roman Law. – Routledge, 1993. – 187 p.

CHEMISTRY AND METHODS OF RESEARCH OF RAW MATERIALS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1,2/14 weeks, 84 hours in class	9,0 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	270 hours (28 h. lectures, 56 h. seminars/practical/laboratory work, 186 h. self-study time)
Course aims: The course is geared towards helping students to form special chemical knowledge about the properties of substances and raw materials, chemical and physico-chemical methods for studying the composition and quality of raw materials, possible ways to transform them into goods.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) classify elements and compounds according to modern chemical nomenclature.		Lecture, practical classes, self-study activities		Practical skills assessment, test (CAS)
2) apply chemical concepts and laws, adapt the acquired knowledge to solve calculative tasks.		Lecture, Internet search, discussion, practical classes, self-study activities		Participation in the discussion, test, quiz (CAS)
3) find connections between the composition of a substance, its structure and chemical properties.		Problem lecture, practical classes, work in pairs to solve problems		Solving problems, oral answers, test (CAS)
4) apply basic research methods to establish the composition, structure and properties of substances.		Lecture, laboratory work, self-study activities		Practical skills assessment, tasks (CAS)
5) identify the main classes of organic compounds, apply the nomenclature of organic compounds, with the help of reactions to move from one class to another.		Lecture, practical classes, work in pairs to solve problems, self-study activities		Practical skills assessment, solving problems, test (CAS)
6) analyze the structure of organic compounds using appropriate methods and qualitative reactions, and predict their chemical properties.		Lecture, practical classes, laboratory work, self-study activities		Practical skills assessment, tasks, test (CAS)
7) perform independent chemical experiments in laboratory work, analyze and summarize observations and facts.		Laboratory work, solving problems using appropriate software, self-study activities		Practical skills assessment, solving problems (CAS)

8) apply chemical knowledge about the properties of substances that are part of raw materials to solve professional problems in determining the quality of goods. Learning outcomes 1-8	Problem lecture, practical classes, Internet search, self-study activities	Practical skills assessment, presentation, oral answers Final exam (FAS)
Assessment 1-2 semester 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests) 60% Continuous assessment: 10% Practical skills assessment 10% Participation in the discussion and quiz 10% Solving problems 10% Test (multiple choice, computer) 10% Tasks 10% Presentation (oral, multimedia)		
Contents		
Thematic structure of the course: Basic laws of chemistry as base of chemical methods of analysis Dependence of properties of matters is on the structure of atoms and nature of chemical connections Classification of inorganic connections A molecular ionic equilibrium is in solutions Oxidation restoration reactions, their applications in the receipt of matters and in the methods of analysis Chemistry of metals Chemistry of non-metals Bases of high-quality chemical analysis of raw material and materials Quantitative analysis. Metrology of chemical analysis Influence of the electromagnetic field is on a matter. Optical methods of research of raw material and materials. Energy of chemical reactions. Kinetics of chemical reactions and catalysis. Kinetic methods of research. Heterogeneous (phase) equilibrium. Extraction. Electrolysis. Superficial phenomena and adsorption. Dispersible systems. High molecular connections, their solutions. Features, structure and classification of organic compounds. Hydrocarbons. Alcohols and phenols. Carbonyl compounds (aldehydes and ketones). Carboxylic acids and their derivatives. Lipids. Hydroxy acids. Amines and amino acids. Protein. Heterocyclic compounds.		
Literature Compulsory reading		

1. Загальна та неорганічна хімія: навч. посіб. для студентів закл. вищ. освіти / Є.Я. Левітін, І.О. Ведерникова, О.В. Антоненко та ін. – Харків: НФаУ: Золоті сторінки, 2019. – 368 с.
2. Слободнюк Р.Є. Аналітична хімія та аналіз харчової продукції / Р.Є. Слободнюк, А.Б. Горальчук.К.: Кондор, 2018. – 336 с.
3. Іващенко О.Д. Хімія і методи дослідження сировини та матеріалів: навчальний посібник / О.Д. Іващенко, Ю.Б. Нікозять, В.І. Дмитренко. – К.: Видавництво «Знання», 2017. – 606 с.
4. Березан О. Органічна хімія: навч. посібник / О. Березан. – К.: Перун, 2017. – 208 с.

Recommended reading

1. Голубєва А.В. Хімія. Підручник. Частина І. Загальна хімія / А.В. Голубєва, О.А. Голуб, В.І. Лисін, І.В. Коваленко, Г.В. Тарасенко. К.: Ліра-К, 2016. – 264 с.
2. Яворський В.Т. Основи теоретичної хімії: підручник / В.Т. Яворський. – Львів: Львівська політехніка, 2010. – 348с.
3. Бобровник А.Д. Органічна хімія / А.Д. Бобровник, В.М. Руденко, Г.А. Лезенко. – К.: Перун, 2012. – 374 с.
4. Романова Н.В. Загальна та неорганічна хімія. Практикум: навчальний посібник / Н.В. Романова. – К.: Либідь, 2008. – 208 с.
5. Пасальський Б.К. Хімія та методи дослідження сировини та матеріалів: навч. посіб. / Б.К. Пасальський. – К.: Київ. нац. торг.-екон. ун-т, 2005. – 279 с.
6. Цікава хімія. Режим доступу: <http://www.alhimikov.net>
7. Zumdahl Steven S., Zumdahl Susan A., DeCoste Donald J. (2017). Chemistry, Cengage Learning; 10th Edition, 1200 p.
8. Arun Bahl A (2017). Textbook of Organic Chemistry, S Chand & Co Ltd, 274 p.
9. Levitin Ye.Ya., Antonenko O.V., Brizitskaya A.M., Vedernikova I.A., Roy I.D., Turchenko N.V., Koval A.A., Kriskyv O.S., Katrechko Ye.A. (2014). Laboratory Practicum in general and inorganic chemistry, I Module, ЭСЭН, 87 p.
- 10 Levitin Ye.Ya., Antonenko O.V., Brizitskaya A.M., Vedernikova I.A., Roy I.D., Turchenko N.V., Koval A.A., Kriskyv O.S., Katrechko Ye.A. (2014). Laboratory Practicum in general and inorganic chemistry, II Module, ЭСЭН, 64 p.

STATISTICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	4,5 / Mandatory	Viktoriia Varenyk, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars, practical classes, 93 h. self-study time)
Course aims: Assimilation of theoretical and practical knowledge of statistics, mastering the skills of statistical research, analysis and forecasting results.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) demonstrate detailed knowledge and critical use of theories of practical statistics;		Lecture, practical classes	Participation in the discussion, test (CAS)	
2) understand statistical models construction and usage;		Lecture, guided self-study activities	Explanation solving problems, exercises (CAS)	
3) evaluate data concerning managerial and methodological basis of statistical provision of management;		Seminars, practical classes, self-study activity, solving problems	Exercise, test (computer) (CAS)	
4) analyze and categorize ideas statistical data;		Lecture, seminars, practical classes, work in pairs to solve problems	Participation in the discussion (CAS)	
5) study development proportionality of statistical models;		Lecture, self-study activities, discussion, business game	Test, exercise, participation in the discussion (CAS)	
6) study efficiency and development trends of statistical models under influence of certain factors;		Case study in small groups, problem lecture	Student reports assessment (CAS)	
7) calculate results of economic interpretation;		Lecture, analysis of statistics report, solving problems, discussion	Student reports assessment, solving problems (CAS)	
8) express independent opinion about management decision; formulate judgments and knowledge-based conclusions about content of enterprise statistical statements;		Lecture, seminars, practical classes, guided self-study activities	Test, exercise, participation in the discussion (CAS)	

<p>9) master the statistical analysis results economic interpretation for managerial decisions substantiation.</p> <p>Learning outcomes 1-9.</p>	<p>Lecture, practical classes, self-study activity, solving problems, analysis of statistics report</p>	<p>Report assessment, practical skills assessment (CAS)</p> <p>Final exam (FAS)</p>
<p>Assessment</p> <p>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</p> <p>40% Final exam (2 tasks, 20 tests questions)</p> <p>60% Continuous assessment:</p> <p>10% Participation in the discussion (debates, brainstorming etc.)</p> <p>10% Test (multiple choice, computer)</p> <p>10% Exercise</p> <p>20% Solving problems</p> <p>10% Report</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <p>Methodological fundamentals of statistics</p> <p>Statistical observation</p> <p>Statistical summary and grouping of statistical data</p> <p>Integrating statistical indicators</p> <p>Analysis of distribution series</p> <p>Analysis of concentration, differentiation and similar distributions</p> <p>Statistical methods of estimate correlation</p> <p>Analysis of intensity dynamics</p> <p>Analysis of progress trend and variations</p> <p>The index method</p> <p>The sampling method</p> <p>Supplying statistical data: tables, graphs, maps</p>		
<p>Literature</p> <p>Compulsory reading</p> <p>1. Статистика для економістів: навчальний посібник / Городянська Л.В., Сизов А.І. – К.: [Київ. нац. ун-т ім. Т.Шевченка], 2019. – 350 с.</p> <p>2. Педченко Г. П. Статистика: Навчальний посібник / Г. П. Педченко. - Мелітополь: Колор Принт, 2018. - 266 с.</p> <p>3. Костюк В. О. Прикладна статистика: навч. посібник / В. О. Костюк; Харк. нац. ун-т міськ. госп-ва ім. О. М. Бекетова. – Харків: ХНУМГ ім. О. М. Бекетова, 2015. – 191 с.</p> <p>Recommended reading</p> <p>1. Опря А. Т. Статистика (модульний варіант з програмованою формою контролю знань). Навч. посіб. – К.: Центр учбової літератури, 2012. – 448 с.</p> <p>2. Щурік М.В. Статистика: Навч. посібн. – 2-ге видання, оновлене і доповнене. – Львів: «Магнолія-2006», 2011. – 545 с.</p> <p>3. Мармоза А.Т. Практикум з математичної статистики: Навчальний посібник. – К.: Кондор, 2009. – 264 с.</p> <p>4. Introductory Statistics. Barbara Illowsky, Susan Dean, OpenStax Rice University, 2013, 913 p.</p>		

5. Introduction to Statistics. David Lane, David Scott, Mikki Hebl¹, Rudy Guerra¹, Dan Osherson¹, Heidi Zimmer, 2011, 692 p.
6. Introductory Statistics Douglas S. Shafer, Zhiyi Zhang, The Saylor Foundation, 2010, 641 p.
7. Freedman, D.A. Statistical Models: Theory and Practice, Cambridge University Press, 2009, 456 p.
8. McCarney, R., Warner, J., Iliffe, S. et al. (2007). The Hawthorne Effect: a randomised, controlled trial. *BMC Med Res Methodol* 7, 30 p.
9. Statistics: theory and methods. Donald A. Berry; Bernard W. Lindgren, Hampshire, UK: South-Western Cengage Learning, 2011, 625 p.
10. John A. Rice. Mathematical Statistics and Data Analysis, University of California, Berkeley, 2007, 685 p.

<i>BUSINESS FOREIGN LANGUAGE</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	3, 4, 5, 6/ 53 weeks, 187 hours in class	22 / Mandatory	Iryna Hrechukhina, Ph.D. (Candidate of Science), Associate Professor; Natalia Bepalova, Senior Lecturer; Polina Hrytskevych, Lecturer	660 hours (187 h. seminars/practicals, 473 h. self-study time)
Course aims: The course is intended for developing the students' ability to communicate in English in a wide range of business situations demonstrating rich vocabulary and extensive business terminology, accuracy in their use of language and essential business communication skills such as negotiating, telephoning, participating in meetings and conferences, making presentations, business writing and using English in social situations.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the language of specialized areas of Business English demonstrating the extensive business vocabulary and accurate grammar;		Practical classes, brainstorming, discussion		Participation in the discussion, test (CAS)
2) read and comprehend relevant authentic texts from business sources with their further analyzing, summarizing and discussing with airing their own views on the issue;		Reading assignments in textbooks and periodicals, discussion, self-study activities		Participation in the discussion, exercise, practical skills assessment (CAS)
3) apply listening skills such as prediction, listening for specific information and note-taking while listening to a variety of recordings and authentic interviews with business people concerning business environment and relevant business issues;		Practical classes, textbook assignments, self-study activities		Practical skills assessment, exercise (CAS)
4) communicate in the key business areas participating in meetings, negotiations, telephoning and social English situations;		Practical classes, role-play, business game		Participation in the role play/ business game (CAS)
5) discuss business problems and recommend business solutions;		Practical classes, case study in small groups		Case study presentation,

<p>6) write business correspondence and essays of different types on the business topics processing information from various sources and analyzing it;</p> <p>7) take part in discussions and debates on the professional topics presenting and substantiating own points of view;</p> <p>8) make presentations on a wide range of business topics using extensive terminology, exemplifying the ideas, highlighting the problems and making suggestions on the ways to solve them;</p> <p>9) apply appropriate translation techniques while translating business passages from English into the native language and vice versa.</p> <p>Learning outcomes 1-9</p>	<p>Practical classes, self-study activities</p> <p>Practical classes, discussion, debate</p> <p>Internet search, individual presentation, small group presentation, self-study activities</p> <p>Practical classes, self-study activities</p>	<p>written report (CAS) Business correspondence, essay (CAS)</p> <p>Participation in the discussion/ debate, (CAS)</p> <p>Presentation assessment (CAS)</p> <p>Written test (CAS)</p> <p>Mid-term control: tests, essay/ business letter (CAS)</p>
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Assessment

Semester 3-6

Final grade (final assessment) as a result of 100% continuous assessment:

- 10% Participation in the discussion
- 10% Participation in the role play/ business game
- 10% Participation in the case study
- 10% Practical skills assessment/ Test (written)
- 20% Essay/ business correspondence (written)
- 10% Presentation (oral, multimedia)
- 15% Mid-term control (written tests, essay/ business letter)
- 15% Achievement test (written tests, essay/ business letter)

Contents

Thematic structure of the course:

Communication in business. Essential business communication tools.

International marketing. 4 Ps and product life cycle.

Brand management. Advertising and promotion. Advertising media and methods.

Building relationships in business. Ethics in business. New ways of working. Creating good working environment.

Success and competition. Competitive advantage. Competitive strategy. Action plan.

Job satisfaction. Motivating staff.

Employment. Job interviews. Choosing the right candidate.

Risk and insurance. Strategic planning. Contingency plans.

Management styles. The ideal boss. Ways of managing company conflicts.

Leadership. Leadership qualities.

Team building. Business across cultures. Cultural awareness.

Raising finance. Finance management. Key financial indicators. Financial documents and reports.
 Customer service. Developing brand loyalty. Dealing with counterfeiters. New product development.
 Crisis management. Dealing with crisis.
 Mergers and acquisitions. Global business. Ways of entering overseas markets. Forms of international business.
 Globalization as a world phenomenon. The danger and benefits of globalization. Global issues of the XXI century.

Literature

Compulsory reading

1. Cotton, D., Falvey, D., Kent, S. (2016) Market Leader. Intermediate/ Upper-Intermediate. Business English Flexi Course Book. Pearson.
2. Dooley, J., Evans, V. (2009) Grammarway 3/ Grammarway 4. Express Publishing.
3. Emmerson, P. (2009) Business Grammar Builder. Macmillan Publishers Limited.
4. Emmerson, P. (2009) Business Vocabulary Builder. Macmillan Publishers Limited.
5. Evans, V. (2000) Successful Writing. Express Publishing.
6. Kozhushko, S.P., Medynska S.I, Yakovleva T.I. (2019) Handbook on Effective Business English Exam Preparation. Dnipro, DUAN Press.
7. Kozhushko, S.P., Sokolova, K.V., Brez, K.D., Svyrydenko, O.G. (2011) Presenting Statistics in English. Dnipropetrovsk, DUEP Press.
8. Mascull, B. (2018) Business Vocabulary in Use: Intermediate/Advanced. Third edition. Cambridge University Press.

Recommended reading

1. Kozhushko, S., Baranova, I. (2013) Business Letter Writing. Dnipropetrovsk, DUEP Press.
2. MacKenzie, I. (2010) English for Business Studies. A course for Business Studies and Economics students. Third Edition. Cambridge University Press.
3. Mackenzie, I. (2000) Management and Marketing. Pearson Education Limited.
4. Pilbeam, A. (2000). International Management. Pearson Education Limited.
5. Semerenko, L., Medynska, S. (2010) Effective Business Communication. Dnipropetrovsk, DUEP Press.
6. Strutt, P. (2000) Business Grammar and Usage. Longman.

ENTREPRENEURSHIP				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	4,5 / Mandatory	Valentyna Pavlova, Doctor of Science, Full Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: This course will help students to form a system of knowledge and practical skills in entrepreneurship, professional and business ethics, improvement and development of skills of effective self-organization and business interaction in business.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) demonstrate basic and structured knowledge in the field of entrepreneurship;		Lecture, practical classes, discussion, case study, self-study activities	Participation in the discussion, case study (CAS)	
2) know the regulatory and legal support of business structures and apply it in practice;		Problem lecture, discussion, solving problems	Solving problems, case study (CAS)	
3) determine organizational and economic forms of activity, taking into account the safety of operation;		Lecture, discussion, Internet search, self-study activities	Participation in the discussion, test (CAS)	
4) demonstrate business planning skills, assess the market situation and business performance;		Lecture, practical classes, discussion, brainstorm, case study, self-study activities	Participation in the discussion, practical skills assessment, case study (CAS)	
5) use knowledge of the forms of interaction of the subjects of market relations to ensure the activities of business structures;		Lecture, practical classes, workshop, self-study activities	Practical skills assessment, case study (CAS)	
6) use knowledge to manage complex actions or projects.		Problem lecture, discussion, solving problems, Snowball method, self-study activities	Solving problems, presentation in small groups (CAS)	
Learning outcomes 1-6			Final exam (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)				

60% Continuous assessment:

- 10% Practical skills assessment
- 10% Participation in the discussion
- 10% Solving problems and case study
- 10% Test (multiple choice, computer)
- 20% Presentation in small groups

Contents**Thematic structure of the course:****Module 1. Fundamentals of business development**

- Fundamentals of entrepreneurship in a market economy
- The main functions, entities and forms of entrepreneurship
- Organization of entrepreneurial activity in Ukraine

Module 2. The main characteristics of entrepreneurship

- Competition and its impact on business
- State regulation of entrepreneurship
- Finance and credit in the business system
- Legal status and business culture of the entrepreneur

Literature**Compulsory reading**

1. Торговельне підприємництво: підручник / за ред. д.е.н., проф. Л.В. Фролової. – Одеса: Бондаренко М.О., 2018. – 640 с.
2. Колот В.М. Підприємництво: організація, ефективність, бізнес-культура: навчальний посібник / В.М. Колот, І.М. Рєпіна, О.В. Щербина. – К.: КНЕУ, 2010. – 444 с.
3. Воронкова В.Г. Основи підприємництва: теорія і практикум: навчальний посібник / В.Г. Воронкова, А.Г. Беліченко, В.О. Желябін, М.А. Ажажа. – Львів: Магнолія-2006, 2009. – 454 с.

Recommended reading

1. Кулішов В.В. Економічний довідник підприємця / В.В. Кулішов. – Львів: Магнолія-2006, 2009. – 162 с.
2. Стэк Дж. Большая игра в бизнес / Дж. Стэк. – М.: Деловая лига, 1994. – 328 с.
3. Тирпак І.В. Основи економіки та організації підприємництва: навчальний посібник / І.В. Тирпак, В.І. Тирпак, С.А. Жуков. – К.: Кондор, 2011. – 284 с.
4. Цигилик І.І. Основи підприємництва: навчальний посібник / І.І. Цигилик, Т.М. Паневник, З.М. Криховецька. – К.: Центр навчальної літератури, 2005. – 240 с.
5. Энциклопедия бизнеса в афоризмах / сост. В.З. Черняк. – М.: Агенство «ФАИР», 1998. – 448 с.
5. Harford Tim (2017). Fifty Inventions That Shaped the Modern Economy, Riverhead Books, 333 p.

COMMODITY ASPECTS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 56 hours in class	6,0 / Mandatory	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	180 hours (28h. lectures, 28h. seminars/practical, 124h. self-study time)
Course aims: The course is geared towards helping students to form a system of theoretical and applied knowledge of modern role, functional content and theoretical foundations of merchandising.				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the course, students will be able to:				
1) examine, analyze and evaluate conditions of the consumption of specific groups of goods, factors of customer requirements to the product range and level of quality assessment to predict consumer goods;		Problem lecture, practicals, solving problems, case study	Solving problems, case study, test (CAS)	
2) detect, identify and evaluate the features, properties and parameters of quality of materials and products that affect the level of compliance with consumer safety, reliability and efficiency of use, justify the price according to the product value, predict their competitiveness;		Internet search, discussion, presentation, practical classes, self-study activities	Practical skills assessment, participation in the discussion, presentation assessment (CAS)	
3) use regulations, assess their compliance with the requirements of consumers and socio-economic progress of the country;		Practicals, case study, self-study activity	Solving problems, case study, test (CAS)	
4) monitor and evaluate quality of the goods in accordance with regulations, ensure the preservation of quality in the field of trade;		Problem lecture, case study	Presentation assessment, case study in small groups, test (CAS)	
5) form the optimal structure of the trading range of products, analyze its dynamics on the grounds and properties that affect the level of needs and consumer demand, encode products for computer processing;		Practicals, solving problems using appropriate software	Participation in the discussion, case study, solving problems using appropriate software test (CAS)	
6) identify key indicators of food quality by standard methods;		Internet search, discussion	Participation in the discussion, test presentation, (CAS)	

7) advise customers on the choice of products, their rational use, rules for use and care, conditions of efficiency consumption. Learning outcomes 1-7	Internet search, work in pairs to solve problems, case study	Solving problems case study, test (CAS) Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests) 60% Continuous assessment: 20% Practical skills assessment 10% Solving problems 10% Test (multiple choice, computer) 10% Presentation 10% Case study		
Contents		
Thematic structure of the course: Module 1. Commodity analysis in the product and trade science. Methodology of commodity analysis. Scientific foundations of product requirements. Requirements for products. Module 2. Properties catalogue. Product quality. Evaluation and research methods. Product assortment. Classification of goods. Preserving the quality and quantity of the goods in the product turnover. Coding. Product information.		
Literature Compulsory reading 1. ДСТУ 3993 – 2000 «Товарознавство. Терміни та визначення». 2. Титаренко Л.Д. Теоретичні основи товарознавства: навчальний посібник / Л.Д. Титаренко. – Центр навчальної літератури, 2018. –227 с. 3. Жук Ю.Т. Теоретичні основи товарознавства. Підручник / Ю.Т. Жук, В.А. Жук, В.В. Гаврилишин і ін. – Львів: Компакт – ЛВ, 2019. – 500 с. 4. Hirshleifer, David (1988), “Residual Risk, Trading Costs, and Commodity Futures Risk Premia”, Review of Financial Studies 1 (2): 173-193. Recommended reading 1. Кузьменко О.В. Теоретичні основи товарознавства: Конспект лекцій з елементами розв’язання практичних ситуацій / О.В. Кузьменко, О.Р. Сергеева – Дніпро: 2018. – 107 с. 2. Продовольчі товари (лабораторний практикум): Навч. посіб. / Н.В. Притульська, Г.Б. Рудавська, В.А. Колтунов та ін. – К.: Київ. нац. торг.-екон. ун-т, 2017. – 505 с. 3. Сірохман І.В., Товарознавство продовольчих товарів / І.В. Сірохман, І.М. Задорожний, П.Х. Пономарьов. – К.: Лібра, 2019. – 356 с. 4. Рудавська Г.Б. Молочні та яєчні товари: Підручник. / Г.Б. Рудавська, Є.В. Тищенко. – К.: Книга, 2017. – 392 с.		

5. Колтунов В.А. Прогнозування збереження якості продовольчих товарів: Навчальний посібник. – К.: Київ. нац. торг.-екон. ун-т, 2017. – 199 с.
6. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
7. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
8. Кабінет Міністрів України. Режим доступу: <http://www.kmu.gov.ua>
9. Hong, Harrison, and Motohiro Yogo (2010), "Commodity Market Interest and Asset Return", mimeo.; <http://ssrn.com/abstract=1364674>.

TECHNOLOGY OF TEAMWORK ORGANIZATION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 42 hours in class	4,5 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: This course will help students to form a system of specialized knowledge and practical skills in team building and team development, diagnosing group problems and making solutions to improve team performance.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) Demonstrate knowledge and understanding of the concept of team and the process of team building, the benefits and limitations of teamwork in the organization, as well as concepts, principles and methods of building effective teamwork.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, oral answers (CAS)	
2) Identify the factors that affect the productivity of the team, the peculiarities of making a joint decision, taking into account the risks.		Lecture, practical classes discussion, case study in small groups	Participation in the discussion, essay, test (CAS)	
3) Have knowledge of classifications of group and managerial roles, stages of becoming an effective team.		Problem lecture, discussion, solving problems	Solving problems, oral answers, test (CAS)	
4) Form a team, create and maintain team spirit; eliminate the factors that provoke the split of the team.		Lecture, practical classes, case study, self-study activities	Practical skills assessment, case study (CAS)	
5) Use the skills of interpersonal interaction, which allow achieving professional goals and increasing the efficiency of the team in different periods of its development.		Problem lecture, practical classes, solving problems, Internet search, presentation, self-study activities	Practical skills assessment, solving problems, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Practical skills assessment 20% Solving problems				

10% Test (multiple choice, computer)
10% Essay (written)
20% Presentation (oral, multimedia)
Contents
<p>Thematic structure of the course:</p> <p>The concept of team and team building</p> <p>The team and its main functions</p> <p>The role of the leader in the team. Development of team leadership</p> <p>Effective team communication</p> <p>Types of roles in the team</p> <p>Regulation of control and feedback</p> <p>Conflict management in the process of team building</p> <p>Cooperation in a team</p> <p>Team building development</p>
<p>Literature</p> <p>Compulsory reading</p> <p>1. Надточий Ю.Б. Командообразование: учебное пособие / Ю.Б. Надточий. – М.: Издательско-торговая корпорация «Дашков и К°», 2020. – 238 с.</p> <p>2. Хілл Л. Командна робота. Як впровадити зміни в компанії, щоб вас підтримали / Л. Хілл, К. , Г. Брандо, Е. Трулав. – Видавництво «Наш формат», 2019, – 328 с.</p> <p>3. Романовський О.Г. Психологія тимблдингу: навчальний посібник / О.Г. Романовський, В.В. Шаполова, О.В. Квасник, Т.В. Гура. – Харків: «Друкарня Мадрид», 2017. – 92 с.</p> <p style="text-align: center;">Recommended reading</p> <p>1. Стэк Л. Вместе быстрее. 12 принципов командной эффективности / Л.Стэк. Перевод Н. Брагина. М.: Манн, Иванов и Фербер, 2018. – 272 с.</p> <p>2. Пригожин А.И. Методы развития организации / А.И. Пригожин. – Москва: МЦФЭР, 2016. – 864 с.</p> <p>3. Зинкевич-Евстигнеева Т.Д. Теория и практика командообразования. Современная технология создания команд / Т.Д. Зинкевич-Евстигнеева, Д.Ф. Фролов, Т.М. Грабенко. – СПб.: Речь, 2011. – 304 с.</p> <p>4. Авидон І. Тренінги формування команди. Матеріали для підготовки і проведення / І. Авидон, О. Гончукова. – СПб.: Речь. – 2008. – 280 с.</p> <p>5. Kramer Olivia (2018). Conflict Management and Team Building Skills, Willford Press, 227 p.</p>

ORGANIZATION OF PRODUCTION PROCESSES (ORGANIZATION OF TRADE. ORGANIZATION OF RESTAURANT BUSINESS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 56 hours in class	6,0 / Mandatory	Olena Serhieieva Ph.D. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practical, 124 h. self-study time)
Course aims: The course focuses on the skills of organizing and managing the regulation of trade and restaurant business, as well as planning and forecasting the analysis of key socio-economic indicators for the organization of trade and restaurant business.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) to know the basic regulations governing the activities of commercial enterprises and of restaurant companies in Ukraine, the procedure for carrying out commercial activities and the basic rules of commercial enterprises.		Problem lectures, discussions, practical classes, case study		Participation in the discussion, case study, test (CAS)
2) have an idea of the types and composition of the retail trade network and functional parameters of restaurants, the essence and concepts of trade enterprises, the essence of specialization and typification of stores, forms of retail sales of goods and indicators of the level of customer service culture.		Interactive lectures, practical classes, guided self-study activities		Student reports assessment, solving problems, test (CAS)
3) understanding the basic technological elements in the sale of goods in stores of different sales methods and of the main technological processes of service in restaurant enterprises.		Lectures, discussions, practical classes, self-study activity		Presentation assessment, student reports assessment, practical skills assessment (CAS)
4) know the nature and role of transport in the organization of transportation of consumer goods.		Problem lectures, practical classes, guided self-study activities		Peer small group presentation, practical skills

<p>5) to highlight the problems and prospects of development of trade enterprises and of restaurant enterprises of various forms of ownership in modern economic conditions.</p> <p>Learning outcomes 1-5</p>	<p>Lecture, discussion, practical classes, role play</p>	<p>assessment, test (CAS) Participation in the discussion, participation in the role play, test (CAS) Final exam (FAS)</p>
<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes 2 situation assignments and computer multiple choice tests) 60% Continuous assessment: 10% Participation in the discussion 10% Case study 10% Solving problems, 10% Presentation 10% Test (multiple choice, computer) 10 % Role play</p>		
<p>Contents</p>		
<p>Thematic structure of the course: Module 1. Trade organization Trade enterprises, their types Retail trade network Organization of retail sale of goods and customer service Trade and technological processes in stores Fundamentals of construction and design of shops and warehouses Organization of work in retail and wholesale trade Organization of transportation of goods and freight forwarding operations in trade Module 2. Restaurant and its place in industry hospitality Features of the modern interior and exterior of restaurant establishments. Classification of restaurant establishments Material and technical base of restaurant establishments farms. Furniture and hardware equipment in restaurant establishments farms. General characteristics of methods and forms of service. Technological process of consumer service in restaurants Catering as a component of business in the restaurant</p>		
<p>Literature</p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. Рижкова Г.А. Теорія та практика торговельного обслуговування / Г.А. Рижкова. – Д.: УАН, 2020. – 153 с. 2. Сергєєва О.Р. Ресторанна справа / О.Р. Сергєєва. – Д.: УАН, 2020. – 176 с. 3. Апопій В.В. Теорія та практика торговельного обслуговування: Навчальний посібник / В.В. Апопій, І.П. Міщук, С.І. Рудницький, Ю.М. Хом'як – К.: Центр навчальної література, 2005. – 496 с. 		

Recommended reading

1. Організація обслуговування у закладах ресторанного господарства: підручник для вищ. навч. закл. / За ред. П'ятницької Н. О. - 2-ге вид. перероб. та допов.- К.: Центр учбової літератури, 2011 – 584 с.
2. Архипов В.В. Організація виробництва на підприємствах ресторанного господарства: підручник / В.В. Архипов. – К.: Вища школа, 2008. - 346 с.
3. Апопій В.В. Організація і технологія надання послуг / В.В. Апопій -К: Академія, 2006. – 312с.
4. Кондрашов С.И. Сертификация и подтверждение соответствия в Украине / С.И. Кондрашов. – Харьков, НПУ, «ХПИ», 2006. – 368 с.
5. Литвиненко Т.С. Кейтеринг - праздник на заказ. ПИР Украина, справочник индустрии общественного питания и развлечений / Т.С. Литвиненко. – К:КНТЕУ, 2000. – 329 с.
6. Литвиненко Т.С. Особливості організації дипломатичних прийомів / Т.С. Литвиненко. – К:КНТЕУ, 2005. – 471 с.
7. Малюк Л.П. Організація роботи бармена. Навчальний посібник / Л.П. Малюк, Н.В. Полстяная, Т.П. Кононенко. – Харків, ХДАТОХ, 2002. – 214 с.
8. Рабе Б. Искусство сервировки. / Б. Рабе. – М. Внешсигма, 2000. – 111с.
9. Періодичні видання: “Бизнес”, “Готельно-ресторанний бізнес”, “Питание и общество”, “Рестораторъ”, “Ресторанная жизнь”, “Отель”, “Гостиница и ресторан: бизнес и управление”, “Гурманъ”.
10. Главный Портал Индустрии гостеприимства и питания [Электрон. ресурс]. - Режим доступа: <http://www.hogesa.ru>
11. Официальный сайт компании «Ресторатор Украина» [Электрон. ресурс]. - Режим доступа: <http://www.restorator.com.ua/rus/index.html>
12. Starting a Restaurant Business Book: How To Start, Finance and Marketing A Opening Restaurant Paperback – October 30, 2012

ENTERPRISE'S FOREIGN ECONOMIC ACTIVITY				
Language of teaching	Semester/ Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	7/14 weeks, 42 hours in class	4,5 / Mandatory	Hanna Mytrofanova, Doctor of science, Professor Oleksandr Zadoia, Ph.D. (Candidate of Science), Associate Professor	135 h. (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: The purpose of the discipline is the acquisition by applicants of the theoretical foundations of foreign economic activity (FEA); the acquisition of systemic knowledge and skills in regulating foreign economic activity and ensuring its functioning at the enterprise level.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
1) analyse and evaluate trends, contradictions in defining the main directions of foreign economic activity for enterprises of different ownership forms, which are the subjects of foreign economic activity;		Lecture, interactive lecture, practical classes, debate, panel discussion		Participation in the discussion, debates, practical skills assessment test (multiple choice, computer) (CAS)
2) analyze and correctly choose the basic terms of delivery of "Incoterms 2020" at the conclusion of a foreign economic agreement; to know the basic rules and points of concluding a supply contract;		Lecture, case study discussion, self-study activities		Participation in the discussion, quizzes (CAS)
3) assess the market situation and draw the appropriate conclusions based on the analysis of the state's monetary policy and the regulatory framework regarding the regulation of the foreign economic activity of the enterprise;		Lecture, case study in small groups, quiz		Essay, case study presentation (CAS)
4) understand the mechanisms of customs and tariff and non-tariff regulation of foreign economic activity; to use methodological and methodical methods of determining the fee for customs clearance of goods, customs value of goods, customs duties, taxes in the field of foreign economic activity;		Problem lecture, discussion, solving calculative tasks		Participation in the discussion, making calculations and explanation of results, test (CAS)
5) form packages of documents for obtaining licenses in the field of foreign economic		Lecture, seminars, panel discussion		Participation in the discussion, oral

<p>activity and to organize the implementation of settlements in foreign currency by the enterprise;</p> <p>6) work with monographic, reference and encyclopedic, statistical, electronic sources of socio-economic orientation;</p> <p>Learning outcomes 1,2,4</p> <p>Learning outcomes 1-6</p>	<p>Problem lecture, internet search, self-study activities, role play</p>	<p>answers to questions, tests (CAS)</p> <p>Participation in the role play, peer small group presentation, student reports assessment (CAS)</p> <p>Mid-term control: Test (multiple choice, computer, mini case (CAS)</p> <p>Final exam (FAS)</p>
<p>Assessment</p> <p>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</p> <p>40% Final exam (1 written assignment, which includes the calculation of all necessary payments for the supply of goods under a certain condition of delivery “Incoterms-2020”)</p> <p>60% Continuous assessment:</p> <p>5% Participation in the role play</p> <p>10% Essay (written)</p> <p>15% Test (multiple choice, computer)</p> <p>5% Calculative tasks (written)</p> <p>5% Answers (oral)</p> <p>20% Mid-term control (computational exercises, mini case)</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <p>Module 1. Foreign economic activity: subjects, objects, indicators.</p> <p>Foreign economic activity and its role in the development of the national economy.</p> <p>The main indicators of foreign trade development in Ukraine.</p> <p>Foreign economic policy. State management of foreign economic activity.</p> <p>Module 2. FEA regulation mechanism.</p> <p>Customs and tariff regulation of foreign economic activity.</p> <p>National taxes in the field of foreign economic activity.</p> <p>Non-tariff regulation of foreign economic activity.</p> <p>Currency regulation of foreign economic activity in Ukraine.</p> <p>Foreign economic activity of enterprises on the territory of free economic zones.</p>		
<p>Literature</p> <p>Compulsory reading</p> <p>1. Гребельник О.П. Основи зовнішньоекономічної діяльності: Підручник. / О.П. Гребельник. – К.: Центр навчальної літератури, 2008. – 432 с.</p> <p>2. Управління зовнішньоекономічною діяльністю: навчальний посібник [Електронний ресурс]. / Г.Я. Глуха, О.А. Задоя, О.А. Євтушенко, Е.М. Лимонова. – Дніпро: Університет імені Альфреда Нобеля, 2019. – 156 с. – Режим доступу: https://ir.duan.edu.ua/handle/123456789/1856</p> <p>3. Дахно І. Зовнішньоекономічна діяльність: навч. пос./ І. Дахно, В. Алієва-Барановська. – Київ: Центр навчальної літератури, 2018. – 356 с.</p> <p>4. Зовнішня торгівля України: митна статистика (1991–2016 роки) / За ред. П.В. Пашко. – Київ: Знання, 2018. – 695 с.</p>		

5. Christensen B.J., Kowalczyk C. (Eds.) (2017). *Globalization: Strategies and Effects* / Springer-Verlag, Berlin, Heidelberg, 2017. – 609 p
6. Хрупович С.Є. Зовнішньоекономічна діяльність підприємства: навчальний посібник для студентів усіх форм навчання напряму підготовки 6.030504 «Економіка підприємства», спеціальності: 076 «Підприємництво, торгівля та біржова діяльність» / Світлана Хрупович. – Тернопіль, 2017. – 137 с.

Recommended reading

1. Зовнішньоекономічна діяльність підприємства [Текст]: навчальний посібник / за заг. ред. д.е.н. Ю.Є. Петруні. – Дніпропетровськ: Університет митної справи та фінансів, 2015. – 331 с.
2. Тюріна Н.М. Зовнішньоекономічна діяльність підприємства: навч. посіб. / Н.М. Тюріна, Н.С. Карвацка. – Київ: Центр учбової літератури, 2013. – 408 с.
3. Чернишова Л.О. Зовнішньоекономічна діяльність підприємства: практикум: навч. посібник / Л.О. Чернишова, В.О. Козуб, Л.Л. Носач, К.Ю. Величко, О.І. Печенка. – Х.: «Видавництво «Форт», 2017. – 238.
4. Seyoum Belay (2009). *Export-Import Theory, Practices, and Procedures / Second Edition*. Routledge, 677 p.

MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 42 hours in class	4,0 / Mandatory	Volodymyr Momot, Doctor of Science, Full Professor	120 hours (28 h. lectures, 14 h. seminars/practicals, 78 h. self-study time)
<p>Course aims: The aim of discipline is to form in modern management thinking and expertise, understanding of the conceptual foundations of systemic management, acquire skills of analysis of internal and external environment, making appropriate management decisions in future managers.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, the student will be able to:				
1) acquire knowledge of fundamental management concepts and skills and learn from managers how to apply them;		Lecture, practical classes, discussion		Participation in the discussion (CAS)
2) identify the internal and external factors and forces of the organisation that managers may face in their daily work, examine the functions of management: such as planning, organizing, leading, controlling, and decision making;		Lectures, practical classes, self-study activities, Internet search, case-studies, discussions		Essay, test, presentation, participation in the discussion (CAS)
3) identify the key competencies needed to be an effective manager;		Problem lecture, discussion		Participation in the discussion (CAS)
4) demonstrate critical thinking when presented with managerial problems;		Case-studies, role play		Participation in the role play (CAS)
5) understand the importance of social responsibility and managerial ethics in management operation		Role play, problem lecture, case-studies		Participation in the role play, tests (CAS)
Learning outcomes 1-5				Final exam (FAS)
Contents				
<p>Thematic structure of the course: Management as a science, history of management. Elements of theory of organization. Organizational structures: schemes and comparison. Planning as a function of management. Motivation as a general function of management, theories of motivation.</p>				

<p>Control as a general function of management. Decision Making: types and techniques. Communication in organization: process and networks. Styles of management: comparison and applicability. Management and leadership. Management and ethics. Management efficiency: estimation and improvement.</p>
Assessment
<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments, each assignment includes 2 essays and computer multiple choice tests) 60% Continuous assessment: 10% Participation in the discussion 10% Participation in the role play 10% Test (multiple choice, computer) 20% Essay (written) 10% Presentation (oral, multimedia)</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Менеджмент організації. Теорія та практика / Г. Є. Мошек, В.Л. Федоренко, О.В. Коваленко, М.В. Ковальчук, А.С. Соломко, В.Е. Зельдіч, Г.П. Сиваненко. – К.: Видавництво Ліра-К, 2019. – 808 с. 2. Момот В.Е. Основы менеджмента: Учебное пособие / В.Е. Момот. – Д.: Изд-во ДУ им. А. Нобеля, 2013. – 132 с. 3. Мищенко А.П. Основы менеджмента / А.П. Мищенко. – Днепропетровск: ДУЕП, 2005. – 312 с. 4. Електронний конспект з дисципліни „Основи менеджменту” / Укладач Н.С. Макарова. – Дніпропетровськ: ДУ ім. А. Нобеля, 2015. – 135 с. 5. Ладонько Л.С. Менеджмент: теорія та практика / Л.С. Ладонько, О.В. Михайловська, Н.В. Філіпова. – К: Кондор, 2015. – 269 с.
Recommended reading
<ol style="list-style-type: none"> 1. Менеджмент організацій: навчальний посібник / Укладачі: Л.Є. Довгань, І.П. Малик, Г.А.Мохонько, М.В. Шкробот. –Київ: КПІім.ІгоряСікорського, 2017. –271 с. Бардась А.В. Менеджмент / А.В. Бардась, М.В. Бойченко, А.В. Дудник. Дніпропетровськ: Національний гірничий університет, 2012. — 381 с. 2. Кузьмін О.Е. Основы менеджменту / О.Е. Кузьмін, О.Г. Мельник. – К.: Академвидав, 2006. – 416 с. 3. Момот В.Е. Основы менеджмента: Слайд – конспект / В.Е. Момот. – Д.: Изд-во ДУЭП, 2011. – 132 с. 4. Орлов А.И. Менеджмент. Организационно-экономическое моделирование: Учебное пособие / А.И. Орлов. – М.: Феникс, 2009. – 475 с. 5. [Електронний ресурс]. – Режим доступу: http://www.cfin.ru/business-plan/model_principles.shtml 6. Daft R.L. (2015). Management. 12th ed. – Cengage Learning, 2015. – 784 p. in color. — ISBN: 1285861981, 9781285861982 7. Griffin, R. W. (2017). Management. Boston, MA: Cengage Learning. 8. Samson, D., Donnet, T., & Daft, R. L. (2018). Management. South Melbourne, Victoria, Australia: Cengage.

SALES TECHNIQUES AND CUSTOMER INVOLVEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	4,5 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: This course will help students to form special knowledge and practical skills in sales techniques and attract customers in the process of interaction between participants in the sale of goods or services.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) Demonstrate basic knowledge of the basics of buying and selling, as well as sales methods and techniques.		Lecture, practical classes, discussion, case study in small groups, self-study activities	Practical skills assessment, participation in the discussion, case study (CAS)	
2) Organize the search and quality processing of information from various sources to form a customer database and organize the sales process.		Lecture, practical classes Internet search, self-study activities	Practical skills assessment, test (CAS)	
3) Identify types of buyers and factors influencing consumer buying behavior.		Lecture, practical classes case study in small groups	Practical skills assessment, oral answers (CAS)	
4) Identify customer needs and present a product or service using technology and sales tools.		Problem lecture, discussion, solving problems	Solving problems, case study, essay, (CAS)	
5) Be able to work with customer objections.		Lecture, practical classes, workshop, self-study activities	Practical skills assessment, case study (CAS)	
Learning outcomes 1-5			Final exam (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests) 60% Continuous assessment: 10% Practical skills assessment 10% Participation in the discussion 20% Solving problems and case study				

10% Test (multiple choice, computer) 10% Essay (written)
Contents
<p>Thematic structure of the course: The essence of sales and the modern market Stages of the sales process Establishing contact with the buyer Types of buyers Clarification of the buyer's needs Characteristics, needs, values, benefits Commercial presentation Information gathering techniques Consideration of customer objections Concluding an agreement. Exit contact</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Кондратюк І.В. Професійні продажі: Навчальний посібник / І.В. Кондратюк, М.Я. Малініна. – Івано-Франківськ: «Лілея-НВ», 2019. – 192 с. 2. Апопий В.В. Теорія та практика торговельного обслуговування / В.В. Апопий, І.П. Мищук, С.І. Рудницький, Ю.М. Хомяк. – К.: Центр навчальної літератури, 2019. – 496 с. 3. Баркан Д.И. Управление продажами: Учебник / Д.И. Баркан. Высшая школа менеджмента СПбГУ. – СПб.: Издат. дом С.-Петербур. гос. ун-та, 2007. – 908 с.
Recommended reading
<ol style="list-style-type: none"> 1. Ребрик С.Б. Тренинг профессиональных продаж / С.Б. Ребрик. – М.: ЭКСМО- Пресс, 2016.– 208 с. 2. Фридман Г. Нет, спасибо, я просто смотрю. Как посетителя превратить в покупателя / Г. Фридман. – М.: Олимп-Бизнес, 2016. – 272 с. 3. Коноплев, С.П. Менеджмент продаж: учебное пособие для вузов / С.П. Коноплев, В.С. Коноплева. – Москва : ИНФРА-М, 2012. – 348 с. 4. Самсонова Е.В. Если покупатель говорит «нет». Работа с возражениями. 2-е изд. / Е.В. Самсонова. – СПб.: Питер, 2010.–160с. 5. Gerald L. Manning, Michael Hearne, Barry Reece (2017). Selling Today: Partnering to Create Value, Student Value Edition, Pearson, 14th Edition, 568 p.

MARKETING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	4,5 / Mandatory	Svitlana Yaremenko, Ph.D. (Candidate of Science), Associate Professor	135 hours (28 h. lectures, 14 h. seminars/practicals, 93 h. self-study time)
Course aims: The course is geared towards helping students study modern system of views and expertise in marketing as well as practical skills to develop marketing mix and promote products in the market, taking into account customer satisfaction and ensuring the efficient operation of the company.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand the principles of development the theory of marketing.		Lecture, practical classes, discussion, self study activities		Participation in the discussion, quiz, test (CAS)
2) know categorical apparatus of marketing and current trends in this field of study.		Lecture, practical classes, composing and solving crossword / crossword puzzles		Presentation, test (CAS)
3) determine the impact of the marketing environment on the company		Lecture, practical classes, work in pairs to solve problems, self study activities		Peer small group presentation, test, essay (CAS)
4) conduct market segmentation, select target segments and make positioning of products and trade marks		Lecture, practical classes, solving problems, case study		Presentation, case study, essay (CAS)
5) use of modern methods of collecting and analyzing marketing information		Lecture, practical classes, internet search		Presentation, test, essay (CAS)
6) use modern marketing tools for develop the company's marketing mix policies		Problem lecture, self-study activities, case study, brainstorming		Participation in the discussion, case study, essay (CAS)
Learning outcomes 1-4				Mid-term control (CAS)
Learning outcomes 3-6				Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)				

40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)

60% Continuous assessment:

10% Participation in the discussion and quiz

10% Test (multiple choice, computer)

10% Essay (written)

10% Presentation (oral, multimedia)

20% Mid-term control (computer multiple choice tests, essay)

Contents

Thematic structure of the course:

Module 1. Basics of marketing activities and choice of target market

The essence of the main components and concepts of marketing

Marketing environment and marketing types

Marketing research

Segmentation, target market selection and positioning

Module 2. Marketing mix of the enterprise

Marketing commodity policy

Marketing pricing

Marketing policy of distribution

Marketing communication policy

Management, organization and control of marketing activities

Literature

Compulsory reading

1. Гаркавенко С.С. Маркетинг. Підручник / С.С. Гаркавенко. – К.: Лібра, 2010. – 712 с.
2. Петруня Ю.Є. Маркетинг: навчальний посібник / Ю.Є. Петруня, В.Ю. Петруня. – К.: Знання, 2016. – 223 с.

Recommended reading

3. Котлер Ф. Основы маркетинга. Краткий курс. / Ф. Котлер. – М.: Изд-во Диалектика-Вильямс, 2019. – 496 с.
4. Маркетинг: Підручник / В. Руделіус, О.М. Азарян, Н.О. Бабенко та ін. – К.: Навчально-методичний центр «Консорціум з удосконалення менеджмент-освіти в Україні», 2008. – 648 с.
5. Котлер Ф. Маркетинг менеджмент / Пер. с англ. под ред Л.А. Волковой, Ю.Н. Каптуревского / Ф. Котлер. – СПб.: Питер, 2010. – 752 с.
6. Маркетинг: підручник / А.О. Старостіна, Н.П. Гончарова, Є.В. Крикавський та ін.; за ред. А.О. Старостіної. – К.: Знання, 2009. – 1070 с.
7. Kotler Ph., Keller K.L. Marketing Management (2012). 14th ed. Pierson. – 812 p.
8. Kotler Ph., Armstrong G. (2011). Principles of Marketing. 14th ed. Prentice Hall. – 740 p.
9. Pride W.M., Ferrell O.C. (2016). Marketing. 2nd ed. Cengage Learning. – 723 p.

<i>ECONOMICS OF TRADE</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5/14 weeks, 42 hours in class	4,5 / Mandatory	Valentyna Pavlova, Doctor of Science, Full Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 93 h. self-study time)
Course aims: The course is geared towards helping students to form to generate economic characteristics of certain types of trading activities and their relationship, form the performance indicators of the trade system, solve problems connected with the trade enterprise development.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) make trade system analysis of economic activity, analysis and forecast of turnover of domestic and foreign markets;		Problem lecture, discussion, solving problems self-study activities	Solving problems, calculative tasks (CAS)	
2) monitor consumer market conditions and factors affecting it;		Lecture, practical classes, case study, internet search, analysis of statistics	Practical skills assessment, analysis of statistics report, Individual presentation assessment (CAS)	
3) make tactical analysis and planning: the volume of required resources, external and internal constraints and risks of development and restructuring;		Problem lecture, practical classes, solving problems	Solving problems, practical skills assessment, test (CAS)	
4) make analysis and planning of financial and economic results of the company, calculate current management expenses, revenues and profits;		Lecture, practical classes, discussion, calculative tasks, self-study activities	Practical skills assessment, test, calculative tasks (CAS)	
5) make estimation of rationalizing costs reserves and business income, increased incomes from various sources formation.		Lecture, practical classes, discussion, calculative tasks, self-study activities	Practical skills assessment, test, calculative tasks (CAS)	
Learning outcomes 1-5			Final exam (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests) 60% Continuous assessment:				

10% Solving problems 10% Analysis of statistics report 10% Practical skills assessment 10% Calculative tasks 10% Test (multiple choice, computer) 10% Individual presentation assessment
Contents
Thematic structure of the course: Essence of trade as an exchange and economic activity, its role in social development Economic characteristics of retail trade Economic characteristics of wholesale trade Market of consumer goods and services, the role of trade in ensuring its development The subjects of trade activity, organizational and economic conditions of their activities Turnover of trade enterprise Commodity and inventory of trade company Human resources of commercial enterprise The assets of commercial enterprise Financial resources (capital) of commercial enterprise Current costs of commercial enterprise Revenue of commercial enterprise Financial results of trade enterprise The efficiency and competitiveness of commercial enterprises The financial performance of commercial enterprise and its evaluation methods Competitiveness of a trading company
Literature
Compulsory reading
1. Власова Н.О. Економіка торгівлі: навчальний посібник / Н.О. Власова, В.А. Гросул, Н.С. Краснокутська, О.А. Круглова, М.В. Чорна, О.М. Филипенко. – Х.: Світ Книг, 2015. – 473 с. 2. Павлова В.А. Экономика торговли: конспект лекций с элементами решения задач / В.А. Павлова. – Электронная версия, 2020. – 47 с. 3. Економіка торговельного підприємства: підручник / За ред. проф. Н. М. Ушакової – К.: Хрещатик, 2012. – 800 с.
Recommended reading
1. Торговельне підприємство» / за ред. д.е.н., проф. Л.В. Фролової. – Одеса: Бондаренко М.О., 2018. – 640 с. 2. Головінов М.І. Економіка підприємства: навч. посіб. /М.І. Головінов, В.О. Протопопова, І.В. Колодязна. – Донецьк: ДонНУЕТ, 2008. – 266 с. 3. Сиротенко С.Я. Економіка підприємства: практикум /С.Я. Сиротенко. – К.: КНТЕУ, 2007. – 108 с. 4. Яковлев Ю.П. Економіка торгівлі: навчальний посібник. – Херсон: Олді-плюс, 2004. – 356 с. 5. Shah Anup. Trade, Economy, & Related Issues Anup. Shah, URL: https://www.globalissues.org/issue/1/trade-economy-related-issues

<i>BASICS OF ACCOUNTING AND REPORTING</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5/14 weeks, 42 hours in class	3,0 / Mandatory	Zoia Pestovska, Ph.D. (Candidate of Science), Associate Professor	90 hours (28 h. lectures, 14 h. seminars, practical classes, 48 h. self-study time)
Course aims: The course is geared towards helping students express independent opinion about management decision; formulate judgments and knowledge-based conclusions about content of enterprise financial statements and accounting policy.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) demonstrate detailed knowledge and critical use of theories of accounting;		Lecture, seminars, practical classes, discussion	Essey, test (CAS)	
2) understand the role of accounting in management of enterprise and design business process.		Seminars, practical classes, self-study activity	Essey, test (CAS)	
3) highlight the main points of account's information in accounting and financial reports;		Lecture, practical classes, work in pairs to solve problems	Test, solving problems, peer small group presentation (CAS)	
4) determine accounting period convention of period;		Problem lecture, seminars, practical classes, self-study activity	Essay, solving problems, peer small group presentation (CAS)	
5) evaluate the influence of international organizations on the accounting policy;		Problem lecture, case study in small groups	Essay, peer small group presentation, solving problems (CAS)	
6) use accounting procedures to make management decision;		Lecture, practical classes, work in pairs to solve problems	Explanation solving problems, report (CAS)	
7) analyze the ratio of different financial statements in annual reports;		Lecture, seminars, practical classes, practical classes	Explanation solving problems, report (CAS)	
8) measure the profitability of enterprise;		Lecture, practical classes, work in pairs to solve problems, seminars, practical classes	Explanation solving problems, report (CAS)	

9) make financial statements of enterprise; Learning outcomes 1-9	Internet search, self-study activities, problem lecture, discussion	Test, peer small group presentation, solving problems (CAS) Final exam (FAS)
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (2 sets of written assignments, each assignment includes 2 solving problems assessment and computer multiple choice tests) 60% Continuous assessment: 10% Report 10% Test 30% Explanation solving problems 10% Presentation (oral, multimedia)		
Contents		
Thematic structure of the course: Accounting information, profession and careers Impact of transactions on the accounting equation Accounts, debits and credits The journal and the general ledger The trial balance and computerized processing systems T-accounts, transactions and events The periodicity assumption. Basic elements of revenue and expense recognition The adjustment process and related entries Accrual vs cash-basis accounting Preparing financial statements		
Literature		
Compulsory reading		
1. Закон України “Про бухгалтерський облік та фінансову звітність в Україні” від 16.07.1999 № 996-XIV - Режим доступу: http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi 2. Скоробогатова Н. Є. Бухгалтерський облік [Електронний ресурс] : навчальний посібник / Н. Є. Скоробогатова. – Київ : КПІ ім. Ігоря Сікорського, 2017. – 248 с. 3. Бухгалтерський облік: Навчальний посібник / В. М. Соболев, І. А. Косата, Т. В. Розіт тощо; за ред. В. М. Соболева. – Х.: ХНУ імені В. Н. Каразіна, 2018. – 222 с. 4. Бухгалтерський облік / Осмятченко В. О., Тесленко Т. І., Герасименко О. М., Титенко Л. В., Скоробагач А. Є., Вавілов В. В. – Київ: Простобук, 2017. – 552 с. 5. Бухгалтерський облік: у схемах і таблицях: навч.посібник / [Зінченко О.В., Радіонова Н.Й., Хаустова Є.Б. та ін.]; під заг. ред. М. І. Скрипник. – Київ: «Центр учбової літератури», 2017. – 340 с. 6. Положення (стандарти) бухгалтерського обліку - Режим доступу: http://zakon.rada.gov.ua 7. Інструкція про застосування Плану рахунків бухгалтерського обліку активів, капіталу, зобов'язань і господарських операцій підприємств і організацій, затверджена наказом Міністерства фінансів України від 30 листопада 1999 р. №291. Режим доступу: http://dtk.com.ua/show/2cid06881.html 8. План рахунків бухгалтерського обліку активів, капіталу, зобов'язань і господарських операцій підприємств і організацій, затверджений наказом Міністерства фінансів України від 30 листопада 1999 р. №291 Режим доступу: http://dtk.com.ua/show/2cid06880.html		

9. Principles of Accounting, Volume 1 Financial Accounting. Mitchell Franklin, Patty Graybeal, Dixon Cooper, 2019, 1055 p.

Recommended reading

1. Жива бухгалтерська книга. Портал «Інтерактивна бухгалтерія». Режим доступу: <https://interbuh.com.ua/ua/documents/buhbook>
2. Янчева Л.М. Бухгалтерський облік: навчальний посібник / Л. М. Янчева, Н. С. Акімова., О. В. Топоркова, Т. А. Наумова, Л. О. Кирильєва, Герасимова Н.С., М.О. Ільченко. – Х.: ХДУХТ, 2015. – 446 с.
3. Офіційний сайт Державної служби статистики України. Режим доступу: <http://www.ukrstat.gov.ua/>
4. Офіційний сайт НБУ. Режим доступу: www.bank.gov.ua/bank_supervision/Dynamics/2001-last.htm/
5. Офіційний сайт Верховної Ради України Режим доступу: www.rada.gov.ua
6. Офіційний сайт бухгалтерського щотижневика «Дебет-Кредит» Режим доступу: <http://www.dtk.com.ua>
7. Офіційний веб-сайт Міністерства фінансів України, на якому викладені тексти МСФЗ
Режим доступу: http://www.minfin.gov.ua/control/publish/article/main?art_id=92410&cat_id=92408.
8. Сайт нормативно-правових актів на якому викладені тексти національних Положень (стандартів) бухгалтерського обліку Режим доступу: <http://www.nau.com.ua>.
9. Сайт Комітету з міжнародних стандартів фінансової звітності (КМСФЗ) Режим доступу: <http://www.iasb.org>
10. Financial Accounting (8th edition) by Walter T. Harrison, Charles T. Horngren, and Bill Thomas, 2009.
11. Principles of Accounting, Volume 1 Financial Accounting. Mitchell Franklin, Patty Graybeal, Dixon Cooper, 2019, 1055 p.
12. Accounting for Managers Naresh Dadhich, 2011, 253 p.
13. Accounting Principles: Managerial Accounting (2011). Hermanson, Edwards, and Ivancevich.
14. Financial Accounting (8th edition) by Walter T. Harrison, Charles T. Horngren, and Bill Thomas, 2009.
15. Attrill, P., & McLaney, E., 2009, Accounting and Finance for non-specialists, Financial Times.

TRADE ENTREPRENEURSHIP				
Language of teaching	Semester/ Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5/14 weeks, 42 hours in class	5,0 / Mandatory Course paper: 1 ECTScredit	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time) Course paper: 30 hours
Course aims: The course is geared towards helping students knowledge system of future specialist's professional thought and scientific outlook, acquiring skills independently acquire the necessary knowledge, mastery of scientific methods of research and socio-economic efficiency of the processes of commercial services and activities of retail trade enterprises in today's market and services.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) define indicators characterizing the efficiency of the retail network;		Lecture by guest speaker, practicals, presentation, case study in small groups discussion,self-study activity		Solving problems, case study,peer small group presentation, test (CAS)
2) calculate the need for retail space at the opening of the store;		Practicals, analysis of statistics, practical classes, self-study activity, research on the topic of course paper		Practical skills assessment, case study, test (CAS)
3) determine the level of culture of customer service;		Interactive lecture, case study in small groups discussion, presentation		Participation in the discussion,peer small group presentation, test (CAS)
4) receipt of good sin quantity and quality;		Problem lecture, practicals, practical classes, solving problems		Solving problems, practical skills assessment, test (CAS)
5) resolve situations that arise while servicing customers;		Lecture, practicals, practical classes, solving problems, case study		Case study, practical skills assessment, solving problems(CAS)
6) determine the technical and economic performance of the composition;		Lecture, practicals, case study,		Practical skills assessment, case study, test(CAS)
7) plan the advertising workingg the trade.		Lecture by guest speaker, presentation, self-study activity		Presentation assessment, peer small group presentation,case study, test (CAS)
Learning outcomes 1-7				Final exam (FAS)

Learning outcomes 1-7		Course paper (FAS)
<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments, each assignment includes 2 situation assignments and computer multiple choice tests) 60% Continuous assessment: 10% Peer small group presentation 10% Solving problems 10% Case study 10% Practical skills assessment 10% Test (multiple choice, computer) 10% Participation in the discussion Course paper is evaluated separately and its score is not included in the course final grade. Successful completion of the course paper is a prerequisite for student's admission to the final examination.</p>		
Contents		
<p>Thematic structure of the course: Module 1. The essence, role of entrepreneurship and its features in the field of trade Conditions, factors and principles of trade entrepreneurship development Organizational and legal forms of trade entrepreneurship Formation of subjects of trade business Entrepreneurial activity in the field of retail trade Module 2. Entrepreneurial activity in the field of restaurant business Entrepreneurial activity in the field of wholesale trade Entrepreneurial activity in the field of foreign trade Entrepreneurial activity in the field of commercial real estate Entrepreneurial activity in the field of services Basics of business planning Strategies of trade entrepreneurship</p>		
<p style="text-align: center;">Literature Compulsory reading</p> <ol style="list-style-type: none"> 1. Воронкова В.Г. Основи підприємництва: Теорія і практикум: Навч. посібник. / В.Г. Воронкова, А.Г. Беліченко, В.О. Желябін, М.А. Ажана. – Львів: «Магнолія 2006», 2019. – 454 с. 2. Виноградська А.М. Технологія комерційного підприємництва: навч. посіб. / А.М. Виноградська. – К.: Центр навч. л-ри, 2006. – 780 с. 3. Про захист прав споживачів: Закон України // Уряд, кур'єр. – 2016. – 18 січ. (зі змін, та допов.). <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Киселев А.П. Теория и практика современного бизнеса / А. Киселев. – К.: Либра, 2018. – 248 с. 2. Кислов Д.В. Организация и ведение бизнеса в сфере торговли и услуг / Д. Кислов, Б. Башилов. – М.: Вершина, 2018. – 264 с. 3. Мороз О.М. Основи підприємництва: навч. посіб. / О.М. Мороз, В.І. Невмержицький. – К.: КНТЕУ, 2017. 4. Мочерний С.В. Основи підприємницької діяльності: навч. посіб. / С.В. Мочерний, О.А. Устенко, С.І. Чеботар. – К.: ВЦ «Академія», 2017. – 280 с. 5. Mavroidis, P. (2007) Trade in Goods, Oxford, UK: Oxford University Press (forthcoming) 		

COMMODITY ANALYSIS (NON-FOOD PRODUCTS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5,6,7/39 weeks, 103 hours in class	11,5/ Mandatory	Halyna Ryzhkova, Ph.D. (Candidate of Science), Associate Professor	345 hours (39 h. lectures, 64 h. seminars/practicals, 242 h. self-study time)
Course aims: The course is geared towards helping students to a coherent system of knowledge and skills on consumer properties, quality and range of consumer goods, factors of their formation, control and storage in the production, transportation and consumption.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) examine, analyze and evaluate conditions of the consumption of specific groups of consumer goods, factors of customer requirements to the range and level of quality assessment of consumer goods;		Problem lecture, practical classes, case study, solving problems		Solving problems, case study, test (CAS)
2) detect, identify and evaluate the features, properties and parameters of quality of raw materials and products that affect the level of compliance with consumer safety, reliability and efficiency of use;		Practical classes, internet search, self-study activity, laboratory work		Practical skills assessment, solving problems, essay, test (CAS)
3) justify the price according to the customer value of products, predict their competitiveness; use regulations, assess their compliance with the requirements of consumers and socio-economic progress of the country.		Problem lecture, case study in small groups discussion, presentation		Participation in the discussion, solving problems, case study, essay, test (CAS)
Learning outcomes 1-3				Final exam (FAS)
Assessment 5, 6, 7 semester 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes 2 situation assignments and computer multiple choice tests) 60% Continuous assessment: 20% Practical skills assessment 10% Solving problems 10% Case study 10% Test (multiple choice, computer) 10% Essay (written)				

Contents

Thematic structure of the course:

Plastic products
 Chemical products
 Silicate household goods
 Metal products
 Household electrical appliances
 Furniture products
 Building Products
 Paper, paperboard and paper articles
 Stationery
 Musical Products
 Toys
 Sporting Goods
 Means of recording and reproduction of sound and pictures
 Jewellery
 Clocks and watches
 Textile products
 Leather clothing
 Metal haberdashery
 Brush products
 Mirrors
 Textile products
 Clothes
 Knitted products
 Leather footwear
 Rubber and polymer shoes
 Milled shoes
 Fur Products

Literature

Compulsory reading

1. Товарознавство. Т. 1. Непродовольчі товари : підруч. / Н.В. Мережко, О. Р. Мокроусова, Л.А. Коптюх. – Київ : Київ. нац. торг.-екон. ун-т, 2019. – 760 с.
2. Бондарчук, М.Є. Товарознавство / М.Є. Бондарчук; Донец. нац. ун-т економіки і торгівлі ім. М. Туган-Барановського, каф. підприємн. і торг.. – Кривий Ріг: ДонНУЕТ, 2017. – 75 с.
3. Рижкова Г.А. Електропобутові товари: навч. посіб. – Дніпро: Вид. УАН, 2018. – 160 с.
4. Зощенко Л.А. Англійська мова для товарознавців = English for Commodity Experts: навч. посіб. [для студ. вищ. навч. закл.] / Л.А. Зощенко. – К.: Київ. нац. торг.-екон. ун-т, 2010. – 332 с.

Recommended reading

1. Павлова В.А. Комерційне товарознавство: навчальний посібник / В.А. Павлова, Г.А. Рижкова, Л.А. Гончар, В.М. Орлова, О.Р. Сергєєва, О.В. Кузьменко. – К.: Кондор, 2012. – 286 с.
2. Товарознавство непродовольчих товарів: в двох частинах, підручник / Л.Г. Войнаш, І.О. Дудла, Д.І. Козьмич, Н.В. Павловські, М.В. Приходько. – К.: НМЦ «Укоопосвіта», Частина 1, 2004. – 436 с.

3. Товарознавство непродовольчих товарів: В двох частинах, Підручник /Л.Г. Войнаш, І.О. Дудла, Д.І. Козьмич, Н.В. Павловські, М.В. Приходько. – К.: НМЦ «Укоопосвіта», Частина 2, 2004. – 535 с.
4. Глушкова Т.Г. Товари культурно-побутового призначення: підручник / Т.Г. Глушкова. – К.: Київ. нац. торг.-екон. ун-т, 2014. – 550 с. – (Сер. «Товарознавство»).
5. Ювелірні товари та годинники: навч. посіб. / Т.М. Артюр, Л.В. Черняк, О.І. Сім'ячко, І.А. Григоренко. – К.: Київ. нац. торг.-екон. ун-т, 2010. – 200 с. – (Сер. «Товарознавство»).
6. Товарознавство господарських товарів: підруч. [для студ. товарознав. спец. вищ. навч. закл.] / Н.К. Кисляк, Т.М. Коломієць, В.М. Кравченко, С.О. Сіренко. – К.: Книга, 19. – Т. 11. – 2004. – 448 с.
7. Кравченко В.М. Товарознавство будівельних товарів / В.М. Кравченко. – К.: КНТЕУ, 2004. – 190 с.
8. Пугачевський Г.Ф. Товарознавство непродовольчих товарів. Ч.1 Текстильне товарознавство (Текстова частина та ілюстрації): електрон. підруч. / Г.Ф. Пугачевський. – Свідоцтво про реєстрацію авт. права на твір № 16568. 11.05. 2006 р.
9. Товарознавство керамічних будівельних виробів: навч. посіб. / П.В. Захарченко, П.Й. Купрієнко, К.К. Пушкарьова, В.І. Рева. – К.: КНУБА, 2006.
10. Науково-інформаційний центр «Леонорм» [Електронний ресурс] // Режим доступу: <http://www.leonorm.com>
11. Сайт для товароведов [Электронный ресурс] // Режим доступу: <http://www.tovaroved.ucoz.ru>
12. Positioning Analysis in Commodity Markets: Bridging Fundamental and Technical Analysis Paperback – January 27, 2018.

COMMODITY ANALYSIS (FOOD PRODUCTS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5,6,7 / 39 weeks, 103 hours in class	11,5/ Mandatory Course paper: 1 ECTS credit	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	375 hours (39 h. lectures, 64 h. seminars/practicals, 272 h. self-study time) Course paper: 30 hours
Course aims: The course is geared towards helping students to have knowledge of the basic principles of classification of goods; factors affecting product range and quality; range features of various product groups				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) recognize the range of products;		Problem lecture, guided self-study activities, solving problems		Solving problems, case study, test (CAS)
2) determine quality organoleptic and physico-chemical parameters of quality under regulations;		Practical classes, self-study activity, laboratory work, research on the topic of course paper		Practical skills assessment, solving problems, exercise, test (CAS)
3) solve situational tasks;		Case study in small groups discussion, presentation		Participation in the discussion, solving problems exercise, test (CAS)
4) identify factors that influence the quality and range;		Lecture, practical classes, solving problems		Solving problems exercise, test (CAS)
5) characterize the quality requirements and conditions and shelf life.		Problem lecture, self-study activity, presentation		Exercise, presentation assessment, test (CAS)
Learning outcomes 1-5				Final exam (FAS)
Learning outcomes 1-5				Course paper (FAS)
Assessment 5, 6, 7 semester 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes 2 situation assignments and computer multiple choice tests) 60% Continuous assessment: 20% Practical skills assessment 20% Solving problems				

10% Test (multiple choice, computer)
 10% Exercise
Course paper is evaluated separately and its score is not included in the course final grade. Successful completion of the course paper is a prerequisite for student's admission to the final examination.

Contents

Thematic structure of the course:

Cereals. Classification and structural features of cereals.
 Grains, classification and range.
 Flour, raw materials, classification.
 Bread. The role of technology.
 Pasta
 Doughnuts and rusks. Fundamentals of cooking.
 Cereal concentrates.
 Dietary fats.
 Starch and starch products.
 Sugar.
 Fruit confectionery.
 Caramel products.
 Chocolate and chocolate products.
 Confectionery products.
 Real milk in Ukraine. Characteristics of consumer properties of milk.

Literature

Compulsory reading

1. Сирохман І.В. Товарознавство продовольчих товарів: Підручник. / І.В. Сирохман. – Харків, видавництво «Світ Книг», 2018. – 713 с.
2. Бровко О.В. Товарознавство. Продовольчі товари: Навчальний посібник. / О.В. Бровко, О.В. Булгакова, Г.С. Гордієнко. – К.: Кондор, 2010. – 730 с.
3. Зоценко Л.А. Англійська мова для товарознавців = English for Commodity Experts: навч. посіб. [для студ. вищ. навч. закл.] / Л.А. Зоценко. – К.: Київ. нац. торг.-екон. ун-т, 2010. – 332 с.

Recommended reading

1. Бірта Г.О. Товарознавство продовольчих товарів (спец. курс): навч. посіб. – Київ. «Центр учбової літератури», 2017. – С. 424.
2. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
3. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
4. Global Food Safety Initiative (Глобальна ініціатива з безпечності продуктів харчування – GFSI) [Електронний ресурс]. – Режим доступу: <http://www.theconsumergoodsforum.comstrategic-focus/productsafety/ourproductsafety-pillar>.
5. Закон України «Про основні принципи та вимоги до безпечності та якості харчових продуктів від 20.09.2015. – режим доступу: <http://zakon5.rada.gov.ua/laws/show/771/97-%D0%B2%D1%80>
6. Продукти харчування. Зроблено в Україні. – режим доступу: <https://madeinua.org/>
7. Виробники продуктів харчування. – режим доступу: <https://madeinua.org/.../produkti-harchuvannya>.
8. A. Prakash and C.L. Gilbert. Rising vulnerability in global food system: beyond market fundamentals, in Safeguarding Food Security in Volatile Global Markets / A. Prakash – Ed., FAO, Rome, Italy, 2011
9. M. Robles, M. Torero, and J. von Braun. When Speculation Matters – International Food Policy Research Institute – Washington, DC, USA, 2016.

COMMERCIAL ACTIVITIES				
Language of teaching	Semester/ Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/14 weeks, 33 hours in class	4,0 / Mandatory	Oksana Kuzmenko Ph.D. (Candidate of Science), Associate Professor	120 hours (22 h. lectures, 11 h. seminars/practicals, 87 h. self-study time)
Course aims: The course is focused on skills for the organization and management of business regulation, and planning and forecasting analysis of the main socio-economic indicators of commercial activity.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) determine the performance of business trading company;		Problem lecture, discussion		Participation in the discussion, case study, test (CAS)
2) determine the parameters characterizing product portfolio in retail enterprises;		Interactive lecture, practical classes, guided self-study activities		Student reports assessment, solving problems, test (CAS)
3) make a request and offer;		Lecture, practical classes, discussion, self-study activity		Presentation assessment, student reports assessment, document(CAS)
4) determine requirements;		Problem lecture, practical classes, guided self-study activities		Peer small group presentation, practical skills assessment, test (CAS)
5) determine the economic efficiency of commercial transactions;		Lecture, discussion, practical classes, role play		Participation in the discussion, participation in the role play, test (CAS)
6) determine the effectiveness of commodity analysis;		Problem lecture, guided self-study activities, practical classes, case study in small group		Peer small group presentation, test (CAS)
7) find the right decisions in situations related to the receipt of goods in quantity and quality.		Interactive lecture, discussion, role play, practical classes		Participation in the discussion, case study participation in the role play, test (CAS)

Learning outcomes 1-7		Final exam (FAS)
<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes 2 situation assignments and computer multiple choice tests) 60% Continuous assessment: 20% Participation in the discussion 20% Solving problems, presentation 10% Test (multiple choice, computer) 10 % Role play</p>		
Contents		
<p>Thematic structure of the course: The essence of the role and objectives of business trade enterprises in market conditions. Demand for commodities, its study and forecasting. Formation of product range, ensuring its sustainability. Formation sources of goods in a market economy. Formation of economic relations in market conditions. Commercial activity of enterprises with bulk purchases of goods. Procurement activities as part of the business. Wholesale goods as part of wholesale commercial enterprises. The essence Wholesale products in market conditions. Forms wholesale and conditions of use. Commodity analysis for commercial enterprises. Acceptance of goods - component business of wholesale and retail enterprises. Sales promotion of goods.</p>		
Literature		
Compulsory reading		
<ol style="list-style-type: none"> 1. Апопій В.В. Комерційна діяльність: Підруч. / За ред. проф.. В.В. Апопія. – Вид. 2-ге, перероб. і доп. – К.: Знання, 2018. – 558 с. 2. Виноградська А.М. Комерційне підприємництво: сучасний стан, стратегії розвитку: Монографія. / А.М. Виноградська. – Київ: Центр навчальної літератури, 2018. – 807 с. 3. Виноградська А. М. Комерційне підприємництво: сучасний стан, стратегії розвитку : мо- ногр. / А. М. Виноградська. – К.: Центр навч. л-ри, 2017. – 807 с. 		
Recommended reading		
<ol style="list-style-type: none"> 1. Дашков Л.П. Коммерция и технология торговли: Учебное пособие. / Л.П. Дашков. – М.: «Маркетинг», 2018. – 448 с. 2. Половцева Ф.П. Коммерческая деятельность: Учебник. / Ф.П. Половцева – М.: ИНФРА-М, 2017. – 248 с. 3. Беляевский И.К. Основы коммерции / И.К. Беляевский. – М.: Изд-во Москов. гос. ун-та экон., стат. и инф-ки, 2019. – 129 с. 4. Vanister, D. and J. Berechman (2005). Transport Investment and Economic Development. London: UCL Press. 		

EXCHANGE ACTIVITIES (ORGANIZATION OF STOCK EXCHANGE ACTIVITIES)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 56 hours in class	6,0 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practical, 124 h. self-study time)
Course aims: This course is aimed at forming in students a system of knowledge on the basics of exchange activities, types of exchange transactions and operations, organization and conduct of exchange trading.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) determine the essence of exchange trade, as well as the basic principles of organization and conduct of exchange trading on the commodity exchange.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, quiz (CAS)	
2) organize the search and high-quality processing of information from various sources to form data banks on the general trend of world exchange activity.		Lecture, practical classes, Internet search, self-study activities	Participation in the discussion, test (CAS)	
3) demonstrate knowledge of types of exchange transactions.		Lecture, practical classes, self-study activities	Participation in the discussion, oral answers, calculative tasks (CAS)	
4) use a hedging mechanism and develop a strategy for player behavior on the commodity exchange.		Problem lecture, discussion, solving problems	Solving problems, calculative tasks (CAS)	
5) free to use stock market information to make management decisions.		Lecture, practical classes, workshop, self-study activities	Practical skills assessment, essay (CAS)	
Learning outcomes 1-5			Final exam (FAS)	
Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests) 60% Continuous assessment: 20% Participation in the discussion and quiz 20% Solving problems and calculative tasks 10% Test (multiple choice, computer)				

10% Essay (written)
Contents
<p>Thematic structure of the course: Exchange as an element of market infrastructure Origin and development of exchange activity in Ukraine and the world Types of exchanges Organization and technology of exchange trade Types of exchange transactions and transactions Basics of futures trading Characteristics of option agreements Hedging</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Апопій В.В. Біржова діяльність: підручник / В.В. Апопій, В.І. Куцик, Р.Л. Лупак, І.І. Олексин, М.Я. Вірт, М.Ю. Чік. – Львів: Растр-7, 2017. – 486 с. 2. Солодкий М.О. Основи біржової діяльності: навчальний посібник / М.О. Солодкий, Н.П. Резнік, В.О. Яворська. – К.: ЦП Компрінт, 2017. – 450 с. 3. Сохацька О.М. Біржова справа: підручник / О.М. Сохацька. – Тернопіль: ТНЕУ, 2014. – 655 с.
Recommended reading
<ol style="list-style-type: none"> 1. Хрущ Н.А. Біржова діяльність / Н.А. Хрущ, П.Г. Іжевський, С.В. Безвух – К.: Кондор, 2017. – 348 с. 2. Одарченко А.М. Біржова діяльність: опорний конспект лекцій [Електронний ресурс] / А.М. Одарченко, К.В. Сподар, О.О. Лісніченко. – Х.: ХДУХТ, 2017. – Режим доступу: http://elib.hduht.edu.ua/bitstream/123456789/1706/1/%D0%9E%D0%9F%D0%9E%D0%A0%D0%9D%D0%98%D0%99%20%D0%9A%D0%9E%D0%9D%D0%A1%D0%9F%D0%95%D0%9A%D0%A2%20%D0%91%D0%94.pdf 3. Кузьмін О.Є. Організація біржової діяльності: навчальний посібник / О.Є. Кузьмін, О.В. Юринець, А.В. Дубодєлова, І.Я. Кулиняк. Львів: Видавництво Львівської політехніки, 2013. – 240 с. 4. Резго Г.Я. Биржевое дело: учебник / Г.Я. Резго, И.А. Кетова. -М.:ИНФРА-М, 2010.– 288 с. 5. Чесноков В.Л. Біржові операції: навч. посібник для студ. вищ. навч.закладів / В.Л. Чесноков. - К.: Центр учбової літератури, 2008. – 191 с. 6. Charles Duguid (2019). The stock exchange, Kindle Edition, 140 p. 7. Drazе Dianne (2005). Stock Market Game: A Simulation of Stock Market Trading, Prufrock Press; Illustrated Edition, 64 p.

EXCHANGE ACTIVITIES (COMMODITIES EXCHANGE)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 32 hours in class	3,5 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	105 hours (16 h. lectures, 16 h. seminars/practical, 73 h. self-study time)
Course aims: The course is geared towards helping students study exchange goods, general requirements for them and trends in world exchange activities.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) demonstrate knowledge of classification and group nomenclature of exchange goods, as well as general requirements for them.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, quiz (CAS)	
2) organize the search and high-quality processing of information to form an information data bank on the consolidated information, which reflects the final results of the exchange day.		Lecture, practical classes Internet search, self-study activities	Participation in the discussion, test (CAS)	
3) evaluate the characteristics of exchange goods.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, oral answers, test, (CAS)	
4). identify trends in world exchange activities and understand the features of the world's leading commodity exchanges.		Problem lecture, practical classes, self-study activities	Presentation, test, essay (CAS)	
Learning outcomes 1-2			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion and Quiz 30% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, mini case)				
Contents				
Thematic structure of the course: Trends in world exchange activity				

Classification and general characteristics of exchange goods
 The main methods of analyzing the state of exchange quotes
 Exchange trade in agricultural products
 Exchange trade in oil
 Exchange trade in non-ferrous and precious metals
 Exchange trade in wood and lumber
 Exchange pricing

Literature

Compulsory reading

1. Беднарчук М.С. Біржові товари: підручник / М.С. Беднарчук, І.С. Полікарпов. – Львів: «Магнолія», 2017. – 365 с.
2. Солодкий М. О. Біржова діяльність на ринку сільськогосподарської продукції / М.О. Солодкий, О.О. Рябченко, В.О.Гниляк. – Житомир: Полісся, 2016. – 216 с.
3. Солодкий М.О. Біржові товарні деривативи: теорія методологія, практика: монографія / М.О. Солодкий, В.О. Гниляк. – К.: Аграр Медіа Груп, 2012. – 228 с.

Recommended reading

1. Хрущ Н.А. Біржова діяльність / Н.А. Хрущ, П.Г. Іжевський, С.В. Безвух – К.: Кондор, 2017. – 348 с.
2. Одарченко А.М. Біржова діяльність: опорний конспект лекцій [Електронний ресурс] / А.М. Одарченко, К.В. Сподар, О.О. Лісниченко. – Х.: ХДУХТ, 2017. – Режим доступу: <http://elib.hduht.edu.ua/bitstream/123456789/1706/1/%D0%9E%D0%9F%D0%9E%D0%A0%D0%9D%D0%98%D0%99%20%D0%9A%D0%9E%D0%9D%D0%A1%D0%9F%D0%95%D0%9A%D0%A2%20%D0%91%D0%94.pdf>
3. Кузьмін О.Є. Організація біржової діяльності: навчальний посібник / О.Є. Кузьмін, О.В. Юринець, А.В. Дубодєлова, І.Я. Кулиняк. Львів: Видавництво Львівської політехніки, 2013. – 240 с.
4. Чесноков В.Л. Біржові операції: навч. посібник для студ. вищ. навч.закладів / В.Л. Чесноков; ред. М.А. Коваленко. - К.: Центр учбової літератури, 2012. – 191 с.
5. Charles Duguid (2019). The stock exchange, Kindle Edition, 140 p.
6. Jim Brown (2015). FOREX TRADING: The Basics Explained in Simple Terms (Forex, Forex for Beginners, Make Money Online, Currency Trading, Foreign Exchange, Trading Strategies, Day Trading), CreateSpace Independent Publishing Platform, 89 p.

ADVERTISING IN BUSINESS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 40 hours in class/	3,0 / Mandatory	Halyna Ryzhkova, Ph.D. (Candidate of Science), Associate Professor	90 hours (24 h. lectures, 16 h. seminars/practicals, 50 h. self-study time)
Course aims:				
The course is geared towards helping students to have knowledge of the theoretical and practical foundations of advertising must master the skills of creating an advertising product, planning, implementing and evaluating the effectiveness of the advertising campaign; study of the theory and practice of modern advertising in Ukraine and abroad.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrate knowledge theoretical and practical foundations of advertising;		Lecture, practical classes, case study, self-study work		Participation in the discussion, report, test, presentation (CAS)
2) apply the acquired knowledge and skills to creating an advertising product;		Lecture, practical classes, workshop, self-study work		Participation in the discussion, case study, test (CAS)
3) planning, implementing and evaluating the effectiveness of the advertising campaigns;		Lecture, practical classes, supervised project work, internet search, self-study work		Group presentation, project (CAS)
4) identify trends of modern advertising in Ukraine and abroad		Problem lecture, practical classes, desk research, field research, self-study work		Participation in the discussion, test, presentation (CAS)
Learning outcomes 1-4				Final exam (FAS)
Assessment				
100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)				
40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)				
60% Continuous assessment:				
10% Participation in the discussion				
10% Test				
10% Presentation (oral, multimedia)				
10% Case study				

20% Project
Contents
<p>Thematic structure of the course: Advertising and promotional communications History of the origin and development of advertising Business planning and design Strategic business management Marketing activities of business units Advertising agency Mass media in advertising Consumer in advertising. Goods in advertising Advertising message. The production process in advertising</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Обрицько Б. А . Реклама і рекламна діяльність. – К.: МАУП, Обрицько Б. А . Реклама і рекламна діяльність. – К.: МАУП, 2017. – 240 с. 2. Ромат Є. В. Основи реклами: Навч. Посіб / Ромат Є.В. – Харків: Студцентр, 2016. – 288 с.
Recommended reading
<ol style="list-style-type: none"> 1. Закон України “Про рекламу” від 03.07.96 № 270/96-ВР // www.rada.gov.ua 5. Джефкінс Ф. Реклама: Практ. посіб. – К.: Знання, 2011. – 456 с. 6. Котлер Филип. Маркетинг от А до Я. – СПб.: Нева, 2013. 7. Международный кодекс рекламной практики. Редакция от 02.12.86 // www.rada.gov.ua 8. Обзор основных тенденций рынка маркетинговых коммуникаций в Германии // Маркетинг в России и за рубежом. – 2016. – № 5. 9. Обрицько Б.А. Рекламний менеджмент: конспект лекцій. – К.: МАУП, 2016. – 120 с. 10. Ромат Е.В. Державне регулювання рекламної діяльності: досвід Великої Британії // Вісн. Укр. Акад. держ. упр. при Президентові України. – 2016. – № 4. – 190-196. 11. Ромат Е. В. Державне регулювання рекламної діяльності: досвід Франції // Статистика України. – 2015. – № 3. – С. 60-64. 12. Угода про співробітництво держав – учасниць СНД у сфері регулювання рекламної діяльності: Затв. Постановою КМ України від 13.12.04 № 1654 // www.rada.gov.ua 13.Ивашова Н. Отдел маркетинга предприятия и маркетинговое агентство: партнеры или конкуренты? // Маркетинг и реклама. – 2017. – № 2. – С. 61-65. 14. Frederick E. Webster (2002). "The Changing Role of Marketing in the Corporation", Journal of Marketing, 56(Oct). 15. Michael Hammer, James Champy (2000). "Re-engineering the Corporation", New York: Harper Business, 35 p.

LOGISTICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 32 hours in class	3,0 / Mandatory	Valentyna Shevchenko, PhD (Candidate of Science), Associate Professor	90 hours (16 h. lectures, 16 h. seminars/practical, 58 h. self-study time)
Course aims: The aim of the course is to form system knowledge and understanding of the conceptual basis of logistics, skills and the ability use modern methods of material and other streams.				
Learning outcomes On the completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) analyse typical challenges that business logistics professionals are likely to face and recommend solutions, using critical thinking skills and ethical decision-making models;		Case study, case study in small groups, solving problems, practical classes	Practical skills assessment, case study, solving problems (CAS)	
2) design and implement efficient logistics strategy;		Case study, case study in small groups, solving problems	Practical skills assessment, solving problems (CAS)	
3) know and understand all the components of logistics and supply chain management;		Practical classes, self-study activities, solving problems	Practical skills assessment, solving problems (CAS)	
4) understand and explain the role of Logistics function in the wider context of the firm;		Lecture, practical classes, self-study activities	Participation in the discussion (CAS)	
5) structure logistical systems, explain their different stages and analyse the way they work;		Practical classes, self-study activities	Practical skills assessment, Essay, test (CAS)	
6) know and apply different strategies in Logistics Management (e.g. Postponement, Lean Logistics);		Lecture, practical classes, self-study activities	Participation in the role play (CAS)	
7) know the services offered by Logistics service providers and the way these service providers operate;		Lecture, practical classes, self-study activities	Participation in the discussion (CAS)	
8) choose the best storage model for each company depending on their logistics process;		Practical classes, self-study activities, solving problems	Practical skills assessment, solving problems (CAS)	

9) identify storage, maintenance and handling systems required in different logistic situations;	Practical classes, self-study activities case study	Practical skills assessment, solving problems (CAS)
10) plan the materials distribution inside the company with respect to their various production and logistics facilities;	Case study, case study in small groups, solving problems, practical classes	Practical skills assessment, solving problems (CAS)
11). use analytical techniques to manage distribution routes;	Case study, case study in small groups, solving problems, practical classes	Practical skills assessment, solving problems (CAS)
12) understand the different processes involved in reverse logistics;	Lecture, practical classes, self-study activities	Participation in the discussion (CAS)
Learning outcomes 1-12		Final exam (FAS)
<p>Assessment 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%) 40% Final exam (4 sets of written assignments, each assignment includes 2 cases and computer multiple choice tests) 60% Continuous assessment: 10% Participation in the discussion 10% Participation in the role play 10% Test (multiple choice, computer) 20% Essay (written) 10% Presentation (oral, multimedia)</p>		
Contents		
<p>Thematic structure of the course:</p> <ol style="list-style-type: none"> 1. Introduction and Integration 2. The Supply Chain Management Concept 3. Logistics & Information Technology 4. Protective Packaging and Materials Handling 5. Transportation 6. Distribution Centre, Warehouse and Plant Location 7. Inventory Management and Warehousing Management 8. Procurement and International Logistics 9. Organizing, Analyzing and Controlling Logistics Systems 		
<p style="text-align: center;">Literature</p> <p style="text-align: center;">Compulsory reading</p> <ol style="list-style-type: none"> 1. Крикавський Є. Логістика та управління ланцюгами поставок: Навч. посібник / Є.Крикавський, О.Похильченко, М. Фертч. – Львів: Видавництво Львівської політехніки, 2017. – 844 с. 2. Економіка логістики: Навчальний посібник / за заг. ред. Є. В. Крикавський, О. А. Похильченко. – Львів: Видавництво Львівської політехніки, 2014. – 640 с. <p style="text-align: center;">Recommended reading</p> <ol style="list-style-type: none"> 1. Логістика: теорія та практика: навч. посіб. / В.Кислий [та ін.] ; М-во освіти і науки 		

- України, Сумський держ. ун-т. – К. : Центр учбової літератури, 2010. – 359 с.
2. Організація та проектування логістичних систем : підручник / М. П. Денисенко [та ін.]; за ред. М. П. Денисенка [та ін.] ; М-во освіти і науки України, Київський нац. ун-т технологій та дизайну, Нац. транспорт. ун-т, Сумський Нац. аграрний ун-т [та ін.]. – К.: Центр учбової літератури, 2010. – 333 с.
3. Martin Christopher Page (2016). Logistics & Supply Chain Management (5th Edition), FT Press, 328 p.
4. John Mangan, Chandra C. Lalwani (2016). Global Logistics and Supply Chain Management (3rd Edition), Wiley, 416 p.

2. ELECTIVE COURSES

<i>BUSINESS ETHICS</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	5,0 / Elective	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	150 hours (28h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: The course is focused on knowledge historical and psychological analysis of ethics by studying the experience of moral standards in different countries; forming the ability to navigate in economic relations in order to use practical principles to solve modern problems.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) ethical and psychological factors of production people and on this basis to intensify their labor activity;		Problem lecture, discussion	Participation in the discussion, essay, test (CAS)	
2) rules and norms of behavior of partners, colleagues, that promote development cooperation, solution of problems at the business environment;		Interactive lecture, practicals, guided self-study activities	Student reports assessment, test (CAS)	
3) moral and psychological state of the culture of communication in society, which significantly affects the economy, politics and culture of the country, its citizens and the spirituality of their national identity;		Lecture, practicals, discussion, self-study activity	Presentation assessment, student reports assessment(CAS)	
4) methods and style of management at the business environment;		Problem lecture, practicals, case study in small groups, guided self-study activities	Peer small group presentation, solving problems, essay, test (CAS)	
5) the nature of communication, the role of interpersonal relationships in business communication.		Lecture, discussion, role play	Participation in the discussion, participation in the role play, essay, test (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Solving problems				

<p>20% Test (multiple choice, computer) 10% Essay (written) 10 % Reports 10% Peer small group presentation (oral, multimedia) 10% Role play 10% Presentation assessment (individual presentation assessment)</p>
Contents
<p>Thematic structure of the course: Ethics - the foundation of modern business Business Ethics: nature, rules Style and manners businessman Culture of behavior out of service. Ethical standards of business communication Non-verbal means of communication and business etiquette Corporate culture and administrative ethics Ethics advertising Ethics and Etiquette in international business relations</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Етика ділових відносин: навч. посіб. – К.: Кондор, 2018. – 356 с. 2. Томас М. Етика бізнесу / М. Томас, Г. Клоноскі, Р. Дж. Клоноскі. – К.: «Олімп», 2018. – 340 с. 3. Малахов В.А. Етика: Курс лекцій: навч. Посібник / Малахов В.А.. – 3-тє вид. – К.: Либідь, 2017. – 384 с. 4. Стоян Т.А. Діловий етикет: моральні цінності і культура поведінки бізнесмена: Навчальний посібник/ Т.А. Стоян. – К.: Центр навчальної літератури, 2017. – 231 с.
Recommended reading
<ol style="list-style-type: none"> 1. Фритцше Дэйвид Дж. Этика бизнеса. Глобальная и управленческая перспектива / Дэйвид Дж. Фритцше. – М.: «Олимп-бизнес», 2017. – 305 с. 2. Campbell Jones, M. P. (2005). For business ethics. 3. Ferrell, O. C. (2011). Business Ethics: Ethical Decision Making and Cases. Cengage Learning. 4. Kaptein, M. (2009). Ethics programs and ethical cultures: A next step in unravelling their multifaceted relationship. Retrieved from http://hdl.handle.net/1765/15405

<i>BASIC OF ECONOMIC SCIENCE</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	5,0 / Elective	Sergii Kuzminov, Doctor of Science, Full Professor Elvina Lymonova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h seminars/practicals, 108 h. self-study time)
Course aims: Students will be able to analyze complex data on the commodity market, labor market, the impact of supply and demand on the price of a commodity and develop solutions to such problems as business startup and market competition.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrate knowledge of specific terminology and concepts related to basics of economic theory;		Lecture, practical classes, discussion		Participation in the discussion, quizzes (CAS)
2) describe the main components of market economy, command economy and mixed economy;		Lecture, practical classes, panel discussion		Participation in the discussion, oral answers (CAS)
3) classify economic resources and needs;		Lecture, practical classes, panel discussion		Participation in the discussion, test (CAS)
4) understand the significance of division of labour and role of exchange for effective use of resources;		Lecture, imitative game		Participation in the discussion,
5) quantify the impact of changes in factors of supply and demand on equilibrium quantity and market price;		Problem lecture, solving calculative tasks		Making calculations and explanation of results, test (CAS)
6) explain the necessity of free entrepreneurship and competition for effective functioning of market economy		Problem lecture, case study in small groups Self-study activities		Peer small group self-study results' presentation (CAS)
7) describe the economic mechanism of an enterprise		Lecture, practical classes, discussion		Participation in the discussion, quizzes (CAS)
Learning outcomes 1-3				Mid-term control, essay (CAS)

Assessment**Final grade (final assessment) as a result of 100% continuous assessment:**

- 15% Participation in the discussion, quizzes
- 15% Peer small group self-study results' presentation
- 20% Test (multiple choice, computer)
- 20% Calculative tasks (written)
- 15% Answers (oral)
- 15% Mid-term control (computational exercises, mini case)

Contents**Thematic structure of the course:**

- Economic theory: subject, methods and use.
- Formation and development of Economics.
- Needs, resources, production possibilities.
- Division of labour, commodity production, money.
- Property and its economic role.
- Mixed economy, economic role of the state.
- Demand.
- Supply.
- Market equilibrium, the price mechanism.
- Entrepreneurship.
- Competition and Monopoly.
- Income.
- Enterprises.

Literature**Compulsory reading**

1. Соколов М. Економічна теорія. Підручник / М. Соколов, М. Горлач, В. Гущенко. – К.: Центр навчальної літератури, 2019. – 532 с.
2. Петруня Ю.Е., Задоя А.А. Основы экономической теории: учеб. пособие / Ю.Е. Петруня, А.А. Задоя. – К.: Знання, 2011. – 359 с.
3. Основи економічної теорії: Навчальний посібник/ За заг.ред. П.В. Круша, В.І. Депутат, С.О. Тульчинської. – К.: Каравела, 2008. – 448 с.
4. Основи економічної теорії (політекономія): Збірник завдань для самостійної роботи та контролю знань / А.О. Задоя, Ю.Є. Петруня, С.В. Кузьмінов, Е.М. Лимонова, Л.П. Ландовська. – Д.: Вид-во ДУЕП, 2010. – 108 с.

Recommended reading

1. Камінська Т.М. Основи економічної теорії: підручник (I—IV р. а.) / Т.М. Камінська. — 2-е видання. – К.: Всеукраїнське спеціалізоване видавництво «Медицина», 2018. – 232 с.
2. Базилевич В.Д., Базилевич К.С. Ринкова економіка: основні поняття і категорії: Навчальний посібник. – К.: Знання, 2008. – 263 с.
3. Гальчинський А.С. Основи економічних знань: Навч. посібник. – К.: Вища школа, 2008. – 544 с.
4. Мочерний С.В., Мочерна Я.С. Політична економія: Навчальний посібник. – К.: Знання, 2007. – 684 с.
5. Zadoia A. O. Economics: bases of economic theory / A. O. Zadoia, Y. E. Petrunia, O. A. Kosyakina; Alfred Nobel University of economics and law Dnipropetrovs'k. - Dnipropetrovs'k: Alfred Nobel UEL, 2010. - 236 p.
6. Raworth, K. (2017). Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist. Vermont: Chelsea Green Publishing.

7. http://economics.about.com/od/whatis/economics/u/economic_basics.htm [electronic resource], Access free.
8. Hazlitt, Henry, Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics Accessible at: <https://fee.org/media/14946/economicsinonelesson.pdf>

PRINCIPLES OF PSYCHOLOGY				
Language of teaching	Semester / Duration	ECTS credits/ Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	5,0 / Elective	Lubov Boiko, Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
<p>Course aims: Students will have gained comprehensive knowledge about the topic, have an ability to analyse complex data, evaluate theories and concepts, provide solutions to problems in psychology. Students acquire knowledge of key positions of theory of psychology, basic categories and concepts; basics of the system of knowledges, which expose psychological essence of man, feature of the psychological phenomena; objective laws of development of psychical properties of personality, factors which influence on its forming and development; basics of co-operation and intercourse; psychological terms of efficiency of intercourse.</p>				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) classify and generalize information, make references and overviews connected with professional activity issues; edit and review texts as well as make their summaries;		Lecture, practical classes, dispute	Participation in the discussion (CAS)	
2) apply psychological objective laws of analysis of problems, connected with a psyche functioning, psychical processes and states;		Analitical work in small groups, role play	Participation in the role play(CAS)	
3) analyze psychological features;		Discussion on the materials of lectures	Essay, test (CAS)	
4) influence on the process of organization of the studies and education;		Lectures, practical classes, presentations in small groups, internet search, self-study activities	Essay, test (CAS) Presentation	
5) utilizes psychological knowledge in organization of studies, team management and stimulation of social activity of personality;		Problem lecture, discussion	Participation in the discussion, test (CAS)	
6) demonstrate relevant				

practical, academic and subject specific skills e.g. group work, academic referencing and the production of a bibliography.	Problem lecture, self- study activity, case-study	Participation in the discussion, case study (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Case study (CAS) 10% Role play 20% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia)</p>		
Contents		
<p>Thematic structure of the course: Module 1. Psychology of personality Entering into psychology Psyche, consciousness and self-consciousness A concept of personality in psychology Individually typological features of personality Emotionally volitional sphere of personality. Necessities and reasons Concept of „I am conceptions”. Module 2. Cognitive psychical processes Attention. Feeling, perception, presentation Memory. Thought. Development of intellect</p>		
Literature		
Compulsory reading		
<ol style="list-style-type: none"> 1. Засекіна Л.В., Пастерник Т.В. Основи психології та міжособове спілкування: навчальний посібник. – К., 2018. – 216 с. 2. Сергееєнкова О. Загальна психологія. – К, 2019. – 296 с. 3. Романець В. Основи психології. – К., 2018. – 632 с. 4. Дуткевич Т. Загальна психологія. Теоретичний курс. – К., 2019. – 488 с. 5. Бойко Л.Г. Психология и педагогика. Конспект лекций (электр.) – ДУАН, 2019. 6. Мітіна С.В. Психология личности. – К., 2020. – 274 с. 		
Recommended reading		
<ol style="list-style-type: none"> 1. Миросчук.М, Психология познавательных процессов. – К., 2019. – 412 с. 2. Кудряшова Л.А., Педагогика и психология. Краткий курс. – К., 2016. – 160 с. 3. Носенко Т.М. Общий психологический практикум. – М., 2017. – 417 с. 4. Льїна Н. Загальна психологія в екзаменаційних питаннях і відповідях. – К., 2018. – 704 с. 5. Cummings, J. A. and Sanders, L. (2019). Introduction to Psychology. Saskatoon, SK: University of Saskatchewan Open Press. 6. Fundamentalsn to Psychology / Gregory G. Feist, Erika L. Rozenberg. - New York: DK, 2018.-258 p. 7. Itroduktion to Psycholog: Gotewous to Mind and Behavior / Deniss Goon, Yhon Mitterer–Oxford University Press, 2019. 		

<i>ECONOMY AND FOREIGN ECONOMIC ACTIVITY OF UKRAINE</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	5,0 / Elective	Elvina Lymonova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: The aim of this course is to develop an ability to perform comprehensive analysis of objective regularities, the actual processes and specific features of the international economic activity of Ukraine, and also gain practical skills for the implementation of commercial, investment and financial transactions in the international sphere.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) apply economic laws to analyze the problems of international economic activity of Ukraine;		Lecture, crossword puzzles, quiz		Test, participation in the discussion, exercise (CAS)
2) to investigate the causes of the violation of basic macroeconomic proportions and to predict the dynamics of macroeconomic indicators;		Problem lecture, discussion		Essay, participation in the discussion (CAS)
3) calculate based on publicly available statistical data, inflation rates, employment, unemployment, basic indicators of the system of national accounts and to give an explanation of their dynamics;		Debate, written book reports by students		Participation in the debate, presentation (CAS)
4) to evaluate the impact of the international economic activity of Ukraine on the functioning of economic entities of the country and to make economically sound decisions that take into account this effect.		Lecture-demonstration, case study		Essay, test (CAS)
Learning outcomes 1-2				Mid-term control: tests, essay (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Participation in the debate 10% Exercise 20% Essay (written) 20% Presentation (oral, multimedia)				

20% Mid-term control (tests, essay)
Contents
<p>Thematic structure of the course:</p> <p>Module 1. The role of international economic activity in the socioeconomic development of Ukraine</p> <p>The nature and main characteristics of international economic activity The actors of international economic transactions Foreign economic development strategy of Ukraine Export and import of goods and services Direct and indirect international investments International currency exchange and financial operation</p> <p>Module 2. Ukraine role in the world integration processes</p> <p>Ukraine's cooperation with international financial organization Labor immigration and emigration Scientific and technical cooperation International production cooperation International economic activities regulation Ukraine role in the world integration processes</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Бестужева С.В. Міжнародна економічна діяльність України: навч. пос. – Харків: ХНЕУ ім. С. Кузнеця, 2016. – 268 с. 2. Багрова І.В., Гетьман О.О., Власюк В.Є. Міжнародна економічна діяльність України: навч. пос. / За ред. І.В. Багрової. – Київ: «Центр навчальної літератури», 2010. – 384 с. 3. Міжнародна економічна діяльність України/ Ю.В. Макогон, С.В. Громенкова, В.О. Кравченко, Є.О. Медведкіна, Т.С. Медведкін: підручник / за заг. науковою ред. Ю.В. Макогона. – К.: Освіта України, 2009. – 564 с.
Recommended reading
<ol style="list-style-type: none"> 1. Маркетингове стратегічне управління конкурентоспроможністю на мікро-, мезо- і макrorівнях: монографія / за ред. І.В. Тараненко. – Дніпро: Університет імені Альфреда Нобеля, 2017. – 284 с. 2. Кричевська Т. Фінансово-економічна криза для грошово-кредитної політики // Економіка України: політико – економічний журнал/ 2010. - № 4. – С. 74-74. 3. Козик В.В. Міжнародні економічні відносини: Навч. пос. / Козик В.В., Панкова Л.А., Даниленко Н.Б. – 7-е вид., стереот. – К.: Знання, 2008. 406 с. 406 с. 4. Міжнародні економічні відносини: [навч. Посіб.] / В.П. Галушко, Гвідо Ван Халенбрук, В. І. Іртиш, О.В. Данілочкіна. – К.: ЗАТ «Нічлава», 2009. – 348 с. Тараненко І.В., Зеленська В.А. Вплив кон'юнктури світових ринків металургійної продукції на динаміку ВВП України / Економічний нобелівський вісник: зб. наук. пр. – Дніпропетровськ: Вид-во ДУАН, 2015. – №1(8).– С. 343–357. 5. Тараненко І.В. Динаміка глобалізаційних процесів у контексті сучасних тенденцій міжнародної економічної політики / Економічний простір: зб. наук. пр. – Дніпропетровськ: ПДАБА, 2018. – №134. – С. 56–69. 6. Тараненко І.В., Кулеба О.О., Яременко С.С. Глобальне макросередовище функціонування підприємств трубної промисловості у складі металургійного комплексу України / Академічний огляд. – 2019. – No 2 (51). С. 102-118. 7. Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2015). International economics. Theory and policy. Global ed.

8. International Economic Activity of Ukraine / A. Zadoia, I. Diadko, L. Kuhtii. – Dnipropetrovsk, 2014. – 76 c.
9. The World Bank In Ukraine. Ukraine Overview 2020. <https://www.worldbank.org/en/country/ukraine/overview>
10. Radebaugh, L. H., Sullivan, D. P., & Daniels, J. D. (2015). International business: Environments and operations. Pearson Education.
11. Feenstra, R. C. (2015). Advanced international trade: theory and evidence. Princeton university press.
12. Di Marco, L. E. (Ed.). (2014). International economics and development: Essays in honor of Raul Prebisch. Academic Press.

SOCIOLOGY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5,0 / Elective	Ruslan Kliuchnyk, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
Course aims: The course's aim is to develop a system of knowledge about main forces and trends of social life and methods of empirical research and transform various social objects (social communities, institutes, relations and processes).				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) understand the origins and nature of empirical sociology as a crucial dimension of social studies;		Problem lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
2) analyze and assess main directions and tasks of empirical sociological research;		Lecture, Internet search, guided self-study activity, seminars	Participation in the discussion, essay (CAS)	
3) choose adequate methods and technologies of sociological research;		Problem lecture, Internet search, guided self-study activity, workshop	Participation in the discussion, practical skills assessment (CAS)	
4) conduct (both independently and as a member of a group) local sociological researches and use their results in practical activity;		Problem lecture, self-study activity, workshop	Solving problems, practical skills assessment (CAS)	
5) obtain and use information from appropriate sources (textbooks, newspapers, business magazines and selected journals, websites, databases);		Lecture, seminars, Internet search, self-study activity, workshop	Solving problems, practical skills assessment (CAS)	
Learning outcomes 1-3			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 20% Participation in the business play 20% Case study presentation 20% Presentation (oral, multimedia) 10% Mid-term control (essay, written)				

Contents

Thematic structure of the course:

Module 1. Theoretical sociology

Sociology as a science of society, its subject, structure and functions.

Society and its structure.

Social institutions.

Social processes.

Module 2. Applied sociology

Family and the individual in the social structure.

Social relations and social policy.

Social motivation and regulation of work behavior.

Middle-range sociological theories.

Methods of sociological research.

Literature

Compulsory reading

1. Городяненко В.Г. Соціологія: Підручник [Текст] / В.Г. Городяненко. – К.: Академія, 2008. – 544 с.
2. Політична наука в Україні. 1991-2016: у 2 т. Т. 2. Теоретико-методологічні засади і концептуальні підсумки вітчизняних досліджень / НАН України, Ін-т політ. і етнонац. досліджень ім. І.Ф. Кураса; редкол.: чл.-кор. НАН України О. Рафальський (голова), д-р політ. наук М. Кармазіна, д-р іст. наук О. Майборода; авт. Передм. О. Рафальський; відп. ред. і упоряд. М. Кармазіна. – К.: Парлам. вид-во, 2016. – 704 с.
3. Ключник Р. М. Соціальний капітал як фактор формування політичного протесту / Р. М. Ключник // Гілея: науковий вісник. - 2017. - Вип. 124. - С. 317-320.
4. Левчук Н.Н. Концептуалізація мережевого впливу в системі масових комунікацій / Н.Н. Левчук // Веснік Брєсцкага ўніверсітэта. Серыя 1. «Філасофія. Паліталогія. Сацыялогія». – 2017. – № 1. – С. 81-85.

Recommended reading

1. Ключник Р.М. Глобальні проблеми сучасності: економічний вимір / Р.М. Ключник // Академічний огляд. – 2020. – № 1 (52). – С. 5-12.
2. Куценко О. Соціологія: рольова модель на шляху між екстримами (дороговкази ХІХ Всесвітнього конгресу соціологів) [Електронний ресурс] / О. Куценко // Соціологія: теорія, методи, маркетинг. - 2019. - № 4. - С. 147-157.
3. Бугера О. Використання соціальних інтернет-мереж для запобігання злочинності / О. Бугера // Підприємництво, господарство і право. 2018. № 5. С. 238-241.
4. Barkan S. Sociology: Understanding and Changing the Social World. Available at: <http://catalog.flatworldknowledge.com/catalog/editions/barkan-sociology-understanding-and-changing-the-social-world-comprehensive-edition-1-0>
5. Hammond R. et al. Introduction to Sociology Available at: http://freesociologybooks.com/Introduction_To_Sociology/01_History_and_Introduction.php
6. Woolley S.C. (2016). Political Communication, Computational Propaganda, and Autonomous Agents / S.C. Woolley, Ph.N. Howard // International Journal of Communication. 2016. Vol. 10. P. 4882–4890
7. Kliuchnyk R.M. (2018). Protest Potential of the Social and Labour Sphere / R.M. Kliuchnyk // Соціально-гуманітарні науки та сучасні виклики. Матеріали ІІІ Всеукраїнської наукової конференції. 25-26 травня 2018 р., м. Дніпро. Частина І. / Наук. ред. О.Ю.Висоцький. – Дніпро: СПД «Охотнік», 2018. – С. 85-86.

8. Kliuchnyk, R. (2019). Natural and socio-cultural factors in country image formation. *Journal of Modern Economic Research*, 1(3), 17-28. Available at: <https://www.denakyrpublishing.science/index.php/jmer/article/view/14>
9. Introduction to Sociology. Online textbook. Available at: https://en.wikibooks.org/wiki/Introduction_to_Sociology
10. Pillai K.G. (2015). The Negative Effects of Social Capital in Organizations: A Review and Extension. Available at: <https://onlinelibrary.wiley.com/doi/abs/10.1111/ijmr.12085>

PHILOSOPHY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 42 hours in class	5,0 / Elective	Hanna Shcholokova, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. practicals, 108 h. self-study time)
Course aims: The course's aim is to facilitate the development of students' coherent worldview system encompassing problems of the human existence, man's relationship with nature and society and methods of discovering objective truth.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand the origins, structure and civilizational role of various traditions of philosophical thought;		Lecture, practical classes, Internet search, guided self-study activity		Participation in the discussion, essay (CAS)
2) evaluate and compare main stages and traditions in the evolution of philosophical thought;		Problem lecture, practical classes, Internet search, guided self-study activity		Participation in the discussion, essay (CAS)
3) analyze sources of philosophical thought and critically perceive various philosophical ideas;		Problem lecture, practical classes, Internet search, guided self-study activity		Participation in the discussion, essay (CAS)
4) apply acquired knowledge of philosophical ideas and doctrines to solving practical problems (both general and narrowly professional) in the rational and ethically acceptable ways.		Problem lecture, Internet search, self-study activity, workshop		Participation in the discussion, solving problems (CAS)
5) develop and defend one's own ideas and suggestions regarding the most important issues of human life and social development.		Problem lecture, practical classes, Internet search, self-study activity, panel discussion		Participation in the discussion, essay, solving problems (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 25% Participation in the discussion 15% Solving problems 20% Test 20% Essay (written) 20% Presentation (oral, multimedia)				

Contents

Thematic structure of the course:

Module 1. History of philosophy.

What is philosophy? (Introduction).

Philosophy of the Ancient world.

Medieval philosophy.

Philosophy of the Renaissance and Early Modern period.

Philosophy of the Modern and Contemporary Era.

Module 2. Theory of philosophy.

Ontology.

Epistemology.

Philosophical anthropology

Social and political philosophy.

Philosophy of science.

Literature

Compulsory reading

1. Братаніч Б.В. Концепт «сталого розвитку» та його освітня складова у контексті філософської проблематики / Б.В. Братаніч // Гілея. – 2019. – Вип. 151. – С. 20 – 24.
2. Киричок О.Б. Філософія: Підручник для студентів вищих навчальних закладів / О.Б. Киричок. – Полтава: РВВ ПДАА, 2010. – 381 с.
3. Кривуля О.М. Філософія: навчальний посібник / О.М. Кривуля. – Х.: ХНУ імені В.Н. Каразіна, 2010. – 592 с.
4. Осипов А.О. Філософія: Навчально-методичний посібник для студентів / А.О. Осипов. – Д.: Видавництво Дніпропетровського університету ім. А. Нобеля, 2014. – 60 с.
5. Осипов А.О. Філософія науки (методи та форми наукового пізнання): Навчально-методичний посібник для самостійної роботи / А.О. Осипов. – Д.: Видавництво Дніпропетровського університету ім. А. Нобеля, 2014. – 196 с.
6. Причепій Є.М. Філософія: Конспект лекцій / Є.М. Причепій.–К.: Академія, 2009.–592 с.
7. Рождественська І.В. Взаємодія суспільства і держави у філософських працях Арістотеля / І.В. Рождественська // Державне управління та місцеве самоврядування. – 2019. – Вип. 1. – С. 34 – 38.

Recommended reading

1. Кулик О.В. Філософія: Навчальний посібник / О.В. Кулик. – Д.: Моноліт, 2013. – 692 с.
2. Глинська Л. Феномен толерантності в соціально-філософських інтерпретаціях / Л. Глинська, Р. Склярів // Соціологічні студії. – 2019. – № 2. – С. 42 – 47.
3. Філософія: підручник для студентів вищих навчальних закладів / кол. авторів; за ред. Л.В. Губерського. – Харків: Фолю, 2013. – 510 с.
4. The Stanford Encyclopedia of Philosophy [Electronic resource]. – Access mode: <https://plato.stanford.edu/index.html>

REGIONAL ECONOMY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian, English	4/14 weeks, 42 hours in class	5,0 / Elective	Anastasiia Mostova, Doctor of Science, Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: Students will have to determine the specific of regional economic development; to expose distinctions of regional development and its basic problems; to analyze the internal and external factors of regional development; to estimate the efficiency of possible regional development variants; to offer the solutions of regional development problems.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1. analyse the status of regional economic development of Ukraine;		Lecture, practical classes, self-study activity, discussion, analysis of statistics	Participation in the discussion, essay, test (CAS)	
2. determine economic areas with the purpose of optimal location of the enterprises;		Lecture, practical classes, solving problems, analysis of statistics	Solving problems assessment, test (CAS)	
3. determine the basic development problems and productive power of the area and choose the optimal ways of solution of these problem, taking into account general principles of ecological management and regional politics;		Lecture, practical classes, internet search, self-study activities, analysis of statistics, discussion	Participation in the discussion, test, presentation (CAS)	
4. determine the development prospects of specific industries and enterprises on the market.		Lecture, practical classes, role play, self-study activities, case study in small groups	Participation in the discussion, essay, participation in the role play (CAS)	
Learning outcomes 1-2			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion and the role play 10% Essay (written) 20% Test 20% Presentation (oral, multimedia) 30% Mid-term control (computer multiple choice tests, solving problems)				

Contents
<p>Thematic structure of the course:</p> <p>Object, methods and tasks of course</p> <p>Legal conformity, principles and actors of the productive power in regional economy</p> <p>Economic geographic demarcation and territorial economy organization</p> <p>A region in the system of territorial division of labour forces</p> <p>Essence, aim and task of regional economic politics</p> <p>Mechanism of regional economic politics implementation</p> <p>Economic complex of Ukraine, its structure and transformation in market conditions</p> <p>Natural and labour forces potential of Ukraine</p> <p>Inter-branch economic complexes and regional features of its development and siting</p> <p>Ukrainian economy as the unity of the regional socio-economic systems</p> <p>Regional economy of Ukraine: the state and development of the prospects</p> <p>International economic relations of Ukraine and its integration in European and world structures</p> <p>Sustainable development of productive power factors</p>
<p>Literature</p>
<p>Compulsory reading</p>
<ol style="list-style-type: none"> 1. Регіональна економіка. Навчальний посібник / І.В. Тараненко, С.С. Яременко, Т.С. Мішустіна та ін. / К.: Кондор, 2013. – 261 с. 2. Савченко В.Ф. Регіональна економіка: навчальний посібник для студ. вищ. навч. закладів / В.Ф. Савченко; М-во освіти і науки, молоді та спорту України. – К.: Кондор, 2012. – 339 с.
<p>Recommended reading</p>
<ol style="list-style-type: none"> 1. Шевчук Л.Т. Регіональна економіка: Навч. посіб. / Л.Т. Шевчук. – К., 2011. – 319 с. 2. Регіональна економіка: підручник / М-во освіти і науки України; за ред. Є.П. Качана. – К.: Знання, 2011. – 670 с. 3. Лишиленко В.І. Регіональна економіка: Підручник [для студ. вищ. навч. закл.] / В.І. Лишиленко. – К.: Центр учбової літератури, 2009. – 384 с. 4. Amin A. (1999) An institutionalist perspective on regional economic development. <i>International Journal of Urban and Regional Research</i> 23, 365-378. 5. Crescenzi, Riccardo, Luca, Davide and Milio, Simona (2015) The geography of the economic crisis in Europe: national macroeconomic conditions, regional structural factors and short-term economic performance. <i>Cambridge Journal of Regions, Economy and Society</i>. 6. Jensen R. C., Mandeville T. D., Karunaratne N D (2017). <i>Regional Economic Planning: Generation of Regional Input-output Analysis</i>. Publisher: London: Taylor and Francis. 7. Kissling C.C., Taylor M.J., Thrift N.J., Adrian C.J. (2017). <i>Regional impacts of resource developments</i>. Publisher: London: Routledge

AESTHETICS OF GOODS AND DESIGN				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5,0 / Elective	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	150 hours (28h. lectures, 14 h. practicals, 108 h. self-study time)
Course aims: The course is formation of professional knowledge in the field of design, indexes of form-forming and harmonizing means of compositions, analysis and estimation of aesthetic properties.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) determine the stylistic affiliation of goods;		Problem lecture, discussion	Participation in the discussion, essay, test (CAS)	
2) assess the compliance of product samples with modern fashion trends;		Interactive lecture, practicals, guided self-study activities	Student reports assessment, test (CAS)	
3) conduct an aesthetic evaluation of goods;		Lecture, practicals, discussion, self-study activity	Presentation assessment, student reports assessment(CAS)	
4) perform ergonomic analysis of non-food product;		Problem lecture, practicals, case study in small groups, guided self-study activities	Peer small group presentation, essay, test (CAS)	
5) to forecast demand for products based on the results of evaluation of its aesthetic properties.		Lecture, discussion, role play	Participation in the discussion, participation in the role play, essay, test (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Solving problems 10% Test (multiple choice, computer) 10% Essay (written) 10 % Reports 10% Presentation (oral, multimedia) 10% Role play 10% Presentation assessment (individual presentation assessment)				
Contents				

Thematic structure of the course:**Module 1. Methodological basis of product aesthetics**

Methodological basis of aesthetics of consumer goods

Development of artistic styles and fashion

Module 2. Aesthetics of consumer goods

The system of artistic design of goods (design)

Elements that form the aesthetic properties of goods

Composition of goods

Aesthetic properties of goods

Evaluation of aesthetic properties of goods

Literature**Compulsory reading**

1. Волошко Н.И. Эстетика и дизайн товаров: учебно-практическое пособие. /Н.И. Волошко – М.: Издательско-торговая корпорация «Дашко и К^о», 2018. – 256 с.
2. Ильин Н.М. Эстетика товаров: учебно-практическое пособие/Н.М. Ильин – М.: Издательско-торговая корпорация «Дашко и К^о», 2017. – 315 с.
3. Бородицки, Л. Как языки конструируют время // Язык и мысль: современная когнитивная лингвистика. М.: Языки славянской культуры, 2017.

Recommended reading

1. Гринберг, С., Карпендейл, Ш., Маркардт, Н., Бакстон, Б. UX-дизайн. Идея — эскиз — воплощение. СПб.: Питер, 2017.
2. Купер, А., Рейнманн, Р., Кронин, Д. Об интерфейсе. Основы проектирования взаимодействия. М.: Символ-Плюс, 2017.
3. Anderson Ross. Security Engineering: A Guide to Building Dependable Distributed Systems. — N.Y.: John Wiley & Sons, 2001. 612 pp. (illustrated) www.cl.cam.ac.uk/~rja14/book.html
4. Atance, C. M., & O'Neill, D. K. (2001). Episodic future thinking. Trends in Cognitive Sciences, 5 (12), 533–537.
5. Dismukes, R. K. (2012). Prospective memory in workplace and everyday situations. Current Directions in Psychological Science 21 (4), 215–220.
6. Taming HAL: Designing interfaces beyond 2001. New York, NY: Palgrave Macmillan. [http://ti.arc.nasa.gov/m/profile/adegani/Grounding of the Royal Majesty.pdf](http://ti.arc.nasa.gov/m/profile/adegani/Grounding_of_the_Royal_Majesty.pdf).

<i>ECONOMIC ANALYSIS</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6 / 11 weeks, 22 hours in class	3,0 / Elective	Viktoriia Varenyk, Ph.D. (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h. seminars/practicals, 68 h. self-study time)
Course aims: The course is geared towards helping students study the practice of business analysis to enterprises of all forms of ownership, learning techniques and advanced forms of economic calculations, forming conclusions and proposals to improve economic performance.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) assess the enterprise and its divisions;		Lecture, practical classes, discussion		Participation in the discussion, explanation solving problems (CAS)
2) identify relevant factors impaction the indicators that are analyzed, and the study of causal connections;		Lecture, practical classes, debate		Participation in the discussion, solving problems, tests (CAS)
3) search available reserves to increase production efficiency;		Guided self-study activities, business game, independent study		Oral answers to questions, presentation assessment (individual presentation assessment) (CAS)
4) elaboration of specific measures for the use of identified reserves and control over their use;		Internet search, self-study activities, work in pairs to solve problems		Participation in the discussion, peer small group presentation (CAS)
5) synthesis of the analysis for rational management decisions;		Lecture, tutorials, panel discussion		Explanation solving problems, exercise (CAS)
6) identify security company material, labour and financial resources.		Problem lecture, work in pairs to solve problems		Peer small group presentation, solving problems (CAS)
Learning outcomes 3-6				Mid-term control (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion				
20% Solving problems, exercise				

20% Presentation assessment 10% Peer small group presentation 10% Tests 10% Explanation solving problems 20% Mid-term control (computer multiple choice tests, solving problems)
Contents
Thematic structure of the course: Post subject, object and task analysis of economic activities The method of instructional techniques and business analysis Analysis of enterprise revenue expenditure Profitability Analysis Analysis of assets Analysis equity Analysis of the turnover of working capital
Literature
Compulsory reading
1. Синькевич Н.І. «Економічний аналіз»: курс лекцій / Н.І. Синькевич. - Тернопіль: ТНТУ імені Івана Пулюя, 2018. – 97 с. 2. Основи економічного аналізу: навч.-метод. посібник / В.М. Микитюк, Т.М. Паламарчук, О. П. Русак [та ін.]; за ред. В. М. Микитюка. – Житомир: Рута, 2018. – 440 с. 3. Кулик А.В. Теорія економічного аналізу. - Київ, 2018. – 452 с. 4. Introduction to Economic Analysis. Saylor Foundation, 2018, 495 p.
Recommended reading
1. Міщук Г.Ю. Економічний аналіз. - Рівне, 2017. – 325 с. 2. Економічний аналіз: Навч. посібник. За ред. Волкової Н.А./ Н.А. Волкова, Р.М. Волчек, О.М. Гайдаєнко та ін. – Одеса: ОНЕУ, ротапринт. – 2015. – 310с. 3. Introduction to Economic Analysis (2018). Saylor Foundation, 495 p. 4. Beginning Economic Analysis, 2012. Available at: https://2012books.lardbucket.org/books/beginning-economic-analysis/ 5. Daniel Hausman, Michael McPherson, Debra Satz (2018). Economic Analysis, Moral Philosophy, and Public Policy, 418 p.

<i>BASICS OF LABOR PROTECTION</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 22 hours in class	3,0 /Elective	Serhii Dubinskyi, Ph.D. (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h. practicals, 68 h. self-study time)
Learning outcomes On completion of the course, students will be able to:			Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)
1) use modern methods of investigation and analysis of the risks, dangers and hazards in the workplace and industrial facilities;			Lecture, practical classes, self-study activities, internet search	Participation in the discussion, essay, test (CAS)
2) put tasks and organize research to determine professional, occupational hazards, threats in the workplace;			Lecture, practical classes, self-study activities	Practical skills assessment, report, case study (CAS)
3) assist and consult of employees with practical issues of safety and monitor willingly the implementation of labor protection in the organization;			Lecture, practical classes, self-study activities, case study in small groups	Practical skills assessment, essay, case study (CAS)
4) identify, research and develop conditions of the National Assembly and ensuring coordinated action to prevent them in the CO in accordance with their professional duties;			Lecture, practical classes, self-study activities, solving problems	Practical skills assessment, report, presentation (CAS)
5) elect and apply methods of forecasting and assessment of the situation in the zone of the National Assembly, calculation parameters dangerous factors PSD sources controlled and used for forecasting, determination capabilities and resources to overcome the consequences of emergency;			Lecture, practical classes, self-study activities, solving problems	Presentation, report, test (CAS)
6) understand, develop and implement of preventive and operative (emergency) measures of civil protection.			Lecture, practical classes, self-study activities, solving problems	Practical skills assessment, essay, presentation (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 10% Test (multiple choice, computer) 30% Essay 25% Reports				

25% Presentation (oral, multimedia)
Contents
<p>Thematic structure of the course:</p> <p>International standards in labor protection sphere</p> <p>Main legislative and normative acts on labor protection in the industry</p> <p>Injuries and diseases in the industry. Investigations of accidents.</p> <p>Special sections of labor protection in the industry professional activity</p> <p>Actual problems of labor protection in research</p> <p>The main measures of fire prevention for industrial sites</p> <p>Methods for calculating the areas of man-made destruction of explosions and fires and fire protection CO</p> <p>Forecasting and planning environment protection measures in the areas of radiation, chemical and biological contamination</p> <p>Evaluation of engineering environment and social-economic consequences of emergency</p> <p>Maintenance activities and actions within a unified system of civil protection.</p> <p>Special function in civil defense.</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Основи охорони праці : підручник / М. С. Одарченко, А. М. Одарченко, В. І. Степанов, Я. М. Черненко. – Х. : Стиль-Издат, 2017. – 334 с. 2. Кучма М.М. Цивільна оборона: навчальний посібник / М.М. Кучма. – К.: Кондор, 2011. – 354 с. 3. Чернега Р. Т. Практичні проблеми у сфері правового забезпечення охорони праці в Україні [Електронний ресурс] / Р. Т. Чернега // Соціальне право. - 2019. - № 2. - С. 93-101.
Recommended reading
<ol style="list-style-type: none"> 1. Богданюк І. В. Деякі питання дослідження причинно-наслідкового зв'язку при виконанні комплексних судових інженернотехнічних експертиз у галузі охорони праці та електротехнічних експертиз [Електронний ресурс] / І. В. Богданюк, О. В. Бублик, В. Ф. Чернюк, В. С. Супрун // Теорія та практика судової експертизи і криміналістики. - 2019. - Вип. 19. - С. 524-538. 2. Проблеми та перспективи розвитку охорони праці: Матеріали ІХ Всеукраїнської науково-практичної конференції курсантів, студентів, аспірантів та ад'юнктів – Л.: ЛДУ БЖД, 2019. – 188 с. 3. http://base.safework.ru/iloenc – Энциклопедия по охране и безопасности труда МОТ [Encyclopaedia of Occupational Health and Safety ILO – http://base.safework.ru/iloenc] 4. Albert Alex, Hallowel Matthew R. Revamping Occupational Safety and Health Training: Integrating Andragogical Principles for the Adult Learner. // Australasian Journal of Construction Economics & Building. 2013, Vol. 13 Issue 3, p. 128-140. 5. Cheberiachko, Y. Cheberiachko, D. Radchuk, D. Pustovoi (2020). Experimental Research of dust power of filtering materials for anti-dust respirators. Labour Protection Problems in Ukraine, 36(1), 12-17. 6. Kruzhilko, O., & Lysyuk, M. (2019). Investigations of the global problems impact on occupational safety and health in Ukraine. Labour Protection Problems in Ukraine, 35(2), 3-7.

THE BASICS OF HEALTHY NUTRITION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 22 hours in class	3,0 / Elective	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h. seminars/practical, 68 h. self-study time)
Course aims: This course will help students develop a system of specialized knowledge and practical skills on the basic issues of healthy nutrition and its role in the life of the human body, reducing the risk of diseases based on the nutritional factor.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) determine the biological value of food macronutrients;		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, essay, (CAS)	
2) understand the causes and consequences of eating disorders;		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, oral answers, test (CAS)	
3) determine the caloric content of the daily diet and the distribution of caloric load by individual meals;		Lecture, practical classes, tasks, self-study activities	Practical skills assessment, tasks (CAS)	
4) develop practical recommendations for the organization of healthy nutrition;		Problem lecture, discussion, solving problems	Solving problems, participation in the discussion (CAS)	
5) use scientifically based methods of compiling rations for different groups of the population by professional and age.		Lecture, practical classes, Internet search, presentation, self-study activities	Practical skills assessment, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Practical skills assessment, tasks 20% Solving problems 10% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. Effects of nutrition on human health Fundamentals of nutrition physiology. The role of nutrition in maintaining human health. Metabolism and energy in the body.				

Food nutrients and their biological role.
Eating disorders: anorexia, bulimia. Deficiency of body weight.
Adiposity. Long-term effects of obesity.

Module 2. Healthy nutrition and its principles

Characteristics of the principles of healthy nutrition.
Fundamentals of nutrition. Characteristics of special diets.
Biologically active food additives. Organic products.
Bases of nutrition of different age and professional groups of the population.

Literature

Compulsory reading

1. Зубар Н.М. Основи фізіології та гігієни харчування: підручник / Н.М. Зубар. – К.: «Центр учбової літератури», 2019. – 336 с.
2. Вісловух А. Безпека харчування як основа безпечної життєдіяльності людини: навчальний посібник / А. Вісловух. – К.: «Видавництво Ліра-К», 2018. – 252 с.
3. Міхеєнко О.І. Основи раціонального та оздоровчого харчування: навчальний посібник для ВНЗ / О.І. Міхеєнко. – Суми: Університетська книга, 2014. – 184 с.

Recommended reading

1. Беловешкін А. Що й коли їсти. Як знайти золоту середину між голодом і переїданням / А. Беловешкін. – К.: Вид-во «Book Chef», 2020. – 256 с.
2. Зубар Н.М. Фізіологія харчування: практикум / Н.М. Зубар. – К.: «Центр учбової літератури», 2019. – 208 с.
3. Основы рационального питания: учебное пособие / Под редакцией М.М. Лапкина. – М.: «ГЭОТАР-Медиа», 2016. – 304 с.
4. Про затвердження Норм фізіологічних потреб населення України в основних харчових речовинах і енергії. Наказ МОЗ України № 1073 від 03.09.2017. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/z1206-17#Text>
5. Margret James (2016). Health with Nutrition: Simple and easy guide to healthy nutrition, CreateSpace Independent Publishing Platform, 110 p.
6. Judith L. Buttriss, Ailsa A. Welch, John M. Kearney, Susan A. Lanham-New (2017). Public Health Nutrition, Wiley-Blackwell, 2nd Edition, 456 p.

MARKETING RESEARCH				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 22 hours in class	3,0 / Elective	Olena Krasovska, Ph.D. (Candidate of Science), Associate Professor	90 hours (11 h. lectures, 11 h. seminars/practical, 68 h. self-study time)
Course aims: The students mastered the theoretical principles of organization and conducting marketing research; possess abilities and skills of independent planning, design and implementation process of collecting marketing information in key areas of marketing research.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) determine the need for marketing research in the analysis of various aspects of marketing management and decision making;		Interactive lecture, case study, discussion, solving problem, role play	Participation in the discussion, participation in the role play, essay, test (CAS)	
2) define methods and technology of marketing research which are needed in competitor analysis, market, product, consumer, advertising effectiveness, etc.;		Interactive lecture, self-study activity, practical classes, panel discussion, brainstorming, research in the topic of the course paper	Participation in the discussion and brainstorming, essay, test, presentation (CAS)	
3) design programs and questionnaires for surveys of consumers;		Lecture, self-study activities, discussion, role play, case study in small groups	Presentation, participation in the discussion, test (CAS)	
4) analyze marketing research information to find reserves the improvement of marketing of the company.		Problem lecture, self-study activities, data analysis using appropriate software, discussion	Participation in the discussion, essay, test, report, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 20% Test (multiple choice, computer)				

20% Essay (written)
20% Presentation (oral, multimedia)
10% Report
Contents
<p>Thematic structure of the course:</p> <p>Module 1. Research methods and analysis of marketing information</p> <p>The marketing research process</p> <p>Classification of research methods</p> <p>Desk research and observation as quantitative methods of data collecting</p> <p>Interviews and questionnaire in marketing research</p> <p>Experiments in marketing research</p> <p>Sampling process in marketing research</p> <p>Analyze and interpret the marketing data</p> <p>Reporting: preparing and presentation</p> <p>Module 2. The main directions of marketing research</p> <p>Marketing research of micro- and macro marketing environment</p> <p>Research of competitive environment and competitors of the company</p> <p>Research market capacity and determination of market segments</p> <p>Marketing research of consumers, their motivations, consumer behavior</p> <p>Market research of firm image and staff</p> <p>Research of advertising effectiveness</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Полтораки В. А., Тараненко І.В., Красовська О.Ю. Маркетингові дослідження: Навч. посібник / В.А. Полтораки, І.В. Тараненко, О.Ю. Красовська; Київ: Центр навчальної літератури, 2014. – 342 с. 2. Корнеева И.Е. Маркетинговые исследования: учебное пособие / И.Е. Корнеева, Н.Б. Сафронова; Издательство: Дашков и Ко, 2019. – 296 с.
Recommended reading
<ol style="list-style-type: none"> 1. Березин И.С. Маркетинговые исследования. Инструкция по применению / И.С. Березин; Издательство: Юрайт, 2012. – 384 с. 2. Зозулев А.В., Солнцев С.А. Маркетинговые исследования: теория, методология, статистика: Учеб. пособие / А.В. Зозулев, С.А. Солнцев; Рыбари. – М., К.: Знання, 2008. – 643с. 3. Коротков А.В. Маркетинговые исследования: учебник для бакалавров / А.В. Коротков; 2012. – 596 с. 4. Маркетинговые исследования: учебник для СПО / под общ. ред. О.Н. Романенкова. – М.: Юрайт, 2016. - 315 с. 5. Маркетинговые исследования: учебник для вузов / О.М. Игрунова, Е.В. Манакова, Я.Г. Прима. – С.-П.: Питер. – 2017. – 224 с. 6. Тюрин Д.В. Маркетинговые исследования / Д. В. Тюрин; Издательство: Юрайт, 2013. – 352 с.

7. Market Research in Practice. An introduction to gaining greater market insight (3d edition) / Paul Hague, Matthew Harrison, Julia Cupman and Oliver Truman. – Kogan Page Limited. – 2016. – 382 p.
8. Basic Marketing Research. Building Your Survey / Scott M. Smith and Gerald S. Albaum. - Qualtrics Labs, Inc. – 2013. – 296 p.
9. Marketing Research: Tools and Techniques /Nigel Bradley. Oxford University Press; 3rd Edition, 2013. 552 p.
10. AI in Marketing, Sales and Service. How Marketers without a Data Science Degree can use AI, Big Data and Bots / Peter Gentsch. - Palgrave Macmillan. – 2019. - 271 p.

PACKING MATERIALS AND CONTAINERS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 42 hours in class	5,0 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
<p>Course aims: The course is geared towards helping students to know the basics of classification, standardization and unification of packaging, its importance for the packaging of consumer goods; skills and ability in determining the quality of packaging and packaging products as well as their examination; mastering system of bar coding and other labeling of packaging for consumer goods; solving practical problems associated with packing certain groups of consumer goods.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) describe the main types of containers and packaging of goods, their specifications and quality requirements		Problem lecture, practical classes, case study		Solving problems, case study, exercise, test (CAS)
2) determine the quality of packaging and packaging products;		Practical classes, self-study activities		Practical skills assessment, exercise, test (CAS)
3) be able to examine the products;		Problem lecture, laboratory work, individual presentation		Solving problems, exercise, test presentation (CAS)
4) read barcoding and other markings.		Lecture, practical classes, case study, solving problems using appropriate software		Case study, solving problems using appropriate software, exercise, test (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Practical skills assessment 20% Solving problems 10% Case study 20% Test (multiple choice, computer) 10% Exercise 20% Presentation (oral, multimedia)</p>				
Contents				
<p>Thematic structure of the course: The role of packaging materials and packaging in the trade of food and consumer goods.</p>				

Classification, standardization and unification of packaging for food and non-food products.
 The main types of containers used during transport, storage and sale of goods.
 Features of packaging food and nonfood products.
 Characteristics of wood, paper and cardboard packaging.
 Characteristics of plastic containers designed for packaging food and nonfood products.
 Production and use of glass containers for the packaging of food and non-food products.
 Characterization of metal packaging for food and non-food goods and materials used for its production.

Literature

Compulsory reading

1. Летуґа Т.М. Товарознавство пакувальних матеріалів і тари: навчальний посібник у структурно-логічних схемах / Т.М. Летуґа, А.Е. Радченко, Л.А. Прибилович та ін. – Харків: ХДУХТ, 2017. – 180 с.
2. Сирохман І. В. Товарознавство пакувальних товарів і тари: підручник / І.В. Сирохман, В.М. Завгородня. – К.: Центр учбової літератури, 2009. – 616 с.

Recommended reading

1. Губа Л.М. Товарознавство пакувальних матеріалів і тари: Навчально-методичний посібник / Л.М. Губа, І.В. Шурдук. – Полтава: ПУЕТ, 2012. – 136 с.
2. Хэнлон Дж.Ф., Келси Р.Дж., Форсинио Х.Е. Упаковка и тара: проектирование, технологии, применение. – СПб: Профессия, 2006. – 632 с.
3. Колосов О.Є. Технологія пакування продукції: навчальний посібник [для студ. вищ. навч. закл.; електронне видання] / О.Є. Колосов. – К.: НТУУ КПІ, 2016. – 208 с.
4. Колосов О.Є. Технологія зберігання неупакованої та упакованої харчової продукції: навчальний посібник [для студ. вищ. навч. закл.; електронне видання] / О.Є. Колосов. – К.: НТУУ КПІ, 2016. – 180 с.
5. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
6. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
7. Rettie, R. and Brewer, C. (2000), "The verbal and visual components of package design", *Journal of Product & Brand Management*, Vol. 9 No. 1, pp. 56-70, available at: <http://www.emeraldinsight.com/10.1108/10610420010316339>

WORLD MARKET OF GOODS AND SERVICES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/14 weeks, 42 hours in class	5,0 / Elective	Valentyna Pavlova, Doctor of Science, Full Professor	150 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: The course is focused on knowledge about modern economic thinking in the market, the formation of professional skills of future specialists in international aspects of modern commodity markets, mastering the methods of analysis in world prices.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) indicators of the country's competitiveness in international trade;		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, test (CAS)	
2) commodity structure of world market;		Problem lecture, discussion, self-study activities	Participation in the discussion, solving problems, test (CAS)	
3) types and forms of international trade;		Lecture, practical classes, discussion, self-study activities	Practical skills assessment, test (CAS)	
4) dynamics of commodity structure of food and nonfood products;		Problem lecture, Brainstorming, solving problems	Solving problems, essay (CAS)	
5) theoretical and practical aspects of the world market in a globalizing world economy.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, individual presentation assessment (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Solving problems 10% Practical skills assessment 10% Test (multiple choice, computer) 20% Individual presentation assessment 20% Essay (written)				
Contents				

Thematic structure of the course:

Theoretical and methodological principles of international trade.
 Forms of international trade and international regulation of global commodity market.
 Trade and economic integration of countries within the WTO.
 Trade in raw materials.
 The world market for non-food products.
 The world market for food products.
 Theoretical basis of analysis of world market.
 The world market of tourist and transportation services.
 International market information, advertising, engineering and financial services. Theoretical and methodological principles of international trade.
 Forms of international trade and international regulation of global commodity market.
 Trade and economic integration of countries within the WTO.
 Trade in raw materials.
 The world market for non-food products.
 The world market for food products.
 Theoretical basis of analysis of world market.
 The world market of tourist and transportation services.
 International market information, advertising, engineering and financial services.

Literature**Compulsory reading**

1. Мазаракі А.А. Світовий ринок товарів та послуг: підручник /А.А. Мазаракі, Т.М. Мельник, А.В. Бохан. – К.: КНТЕУ, 2016. – 708 с.
2. Мазаракі А.А. Євроінтеграційні пріоритети національного бізнесу: монографія / А.А. Мазаракі, Т.М. Мельник, В.В. Юхименко, Н.Г. Калюжна, Л.П. Кудирко. –Київ: Київ. нац. торг.-екон. ун-т, 2018. –672 с.
3. Носач Л.Л. Світовий ринок товарів та послуг: навч.-метод. посібник / Л.Л. Носач, В.О. Козуб, П.Л. Гринько. – Харків : «Видавництво «Форт», 2014. –295с.

Recommended reading

1. Румянцев А.П. Світовий ринок послуг: навчальний посібник / А.П. Румянцев, Ю.О. Коваленко. – К.: Центр навчальної літератури, 2010. – 456 с.
2. Міжнародна торгівля: підручник / За ред. Ю.Г. Козака, Н.С. Логвінової, М.І. Барановської – К.: Центр учбової літератури, 2011. – 512 с.
3. Світова економіка і торгівля: навчальний посібник / за ред. Є.В. Савельєва, С.І. Чеботаря. – Київ-Чернівці: ВД «Родовід», 2010. – 212 с.
4. Мельник Т.М. Міжнародна торгівля товарами в умовах глобальної конкуренції: монографія / Т.М. Мельник. – К.: Київ. нац. торг.-екон. ун-т, 2007. – 396 с.
5. World Trade Organization. URL: <https://www.wto.org>
6. Ando, M. 2012. “Development and Restructuring of Regional Production/Distribution Networks in East Asia.” Forthcoming in an ERIA Report (Jakarta, Indonesia, Economic Research Institute for ASEAN and East Asia)
7. Kimura, F.; Ando, M. 2005. “Two-Dimensional Fragmentation in East Asia: Conceptual Framework and Empirics” in International Review of Economics and Finance (special issue on “Outsourcing and Fragmentation: Blessing or Threat” edited by Henryk Kierzkowski), 14(3): 317-348.

SHOP EQUIPMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5,5 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	165 hours (28 h. lectures, 14 h. seminars/practicals, 123 h. self-study time)
<p>Course aims: The course is focused on study the structure of specialized equipment and devices for retail outlets; rules of safe operation and maintenance, acquire skills for solving specific technical problems.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) directions of reconstruction and technical re-equipment of trade enterprises		Interactive lecture, guided self-study activities		Participation in the discussion, solving problems
2) work on commercial equipment		Case study, practical classes		Case study, test (CAS)
3) structure of trade machines and devices		Problem lecture, practical classes guided self-study activities,		Peer small group presentation
4) solve specific technical problems		Case study, practical classes		Case study, test (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Peer small group presentation 20% Solving problems 20% Test (multiple choice, computer) 20% Case study</p>				
Contents				
<p>Thematic structure of the course: Main directions of technological progress in the trade. Storage metering equipment. Weighing equipment. Equipment for payments to customers. Cash register machinery. Refrigeration equipment. Commercial enterprises.</p>				

Literature

Compulsory reading

1. Арустамов Э. А. Оборудование предприятий торговли / Э.А. Арустамов. – М.: Дашков и К, 2016. – 452 с.
2. Черевко О.І. Обладнання підприємств сфери торгівлі: навч. посібник / О.І. Черевко, О.В. Новікова, В.О. Потапов – К.: Ліра – К, 2010. - 648 с.
3. Гайворонский К.Я. Технологическое оборудование предприятий общественного питания и торговли / К.Я. Гайворонский, Н. Г. Щеглов. – М.: Форум: ИНФРА-М, 2011. – 477 с.
4. Саркісян Л.Г. Технологія торговельних процесів: навч. посібник / Л.Г. Саркісян, О.Б. Казакова. – К.: Центр учбової літератури, 2017. – 296 с.

Recommended reading

1. Парфентьева Т.Р. Оборудование торговых предприятий: Учебник / Т.Р. Парфентьева, Н.Б. Миронова, А.А. Петухова. – М.: «Академия», 2010 – 128 с.
2. Рудницький С.І. Теорія та практика торговельного обслуговування: навч. посібник / С.І. Рудницький, Ю.М. Хом'як, за ред.. В.В. Апопія. – К.: Центр навчальної літератури, 2009. – 496 с.
3. Burstein, Ariel, Javier Cravino, and Jonathan Vogel. 2013. "Importing Skill-Biased Technology." *American Economic Journal: Macroeconomics* 5 (2):32–71.

TECHNICAL REGULATIONS (THE BASICS OF STANDARDIZATION, METROLOGY AND QUALITY CONTROL)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	4/14 weeks, 42 hours in class	5,5 / Elective	Viktoriiia Orlova, Ph.D. (Candidate of Science), Associate Professor	165 hours (28 h. lectures, 14 h. seminars/practical, 123 h. self-study time)
<p>Course aims: The course is geared towards helping students to study scientific and methodological sources of the state system of standardization, state metrological system, regulatory and legislative support of production and trade and economic circulation of products, theory of product quality and basic principles of quality management systems, as well as knowledge of product certification systems.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) demonstrate basic knowledge of the basics of metrology, standardization, certification and quality control;		Lecture, practical classes, discussion, self-study activities		Participation in the discussion, presentation (CAS)
2) know the regulatory and legal support of business, trade and exchange structures and apply it in practice;		Lecture, practical classes, Internet search, self-study activities		Practical skills assessment, test (CAS)
3) make informed decisions on the compliance of regulatory documents and their metrological support;		Lecture, practical classes, case study in small groups		Practical skills assessment, test (CAS)
4) objectively evaluate products, confirm their safety and compliance with regulatory requirements, consumer properties;		Problem lecture, discussion, solving problems		Solving problems, test (CAS)
5) identify factors to improve product quality and ensure its competitiveness.		Lecture, practical classes, self-study activities		Practical skills assessment, essay (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Practical skills assessment 10% Participation in the discussion 20% Presentation 20% Solving problems 20% Test (multiple choice, computer) 20% Essay (written)</p>				

Contents

Thematic structure of the course:

Introduction. Overview of standardization.

Methodical bases of standardization.

National Standardization System (NSS).

Standardization in Ukraine and international cooperation in the field of standardization, metrology and certification.

Means measurements.

Basic theory of measurement.

Ensuring uniformity of measurements.

State system for ensuring the uniformity of measurements.

General concepts of quality management.

Quality Management System.

Literature

Compulsory reading

1. Салухіна Н.Г. Стандартизація та сертифікація товарів і послуг: підручник / Н.Г.Салухіна, О.М.Язвінська. – К.: Центр учбової літератури, 2017. – 426 с.
2. Малюк Л.П. Стандартизація, сертифікація і метрологія: навч. посібник / Л.П. Малюк, О.Г. Терешкін. – Харків: ХДУХТ, 2013. – 159 с.
3. Безродна С.М. Управління якістю: навч. посіб. для студентів економічних спеціальностей / С.М.Безродна. – Чернівці: ПБКФ «Технодрук», 2017. – 174 с.

Recommended reading

1. Букреєва О.С. Основи стандартизації та оцінки відповідності: електронний навчальний посібник у схемах і таблицях / О.С. Букреєва, І.В. Рибалко. – Харків, ХНАДУ, 2019. – 76 с. [Електронний ресурс]. – Режим доступу: https://dspace.khadi.kharkov.ua/dspace/bitstream/123456789/2532/3/Bykreeva_Rybalko_osnovy_stand_2019.pdf
2. Топольник В.Г. М.А. Метрологія, стандартизація, сертифікація і управління якістю: Навчальний посібник / В.Г. Топольник, М.А., Котляр. – Львів: «Магнолія 2006», 2016.– 212 с.
3. Момот О.І. Менеджмент якості та елементи системи якості: Навч. посібник. / О.І. Момот. – К.: Центр учбової літератури, 2007. – 368 с.
4. Бичківський Р.В. Метрологія, стандартизація, управління якістю і сертифікація: Підручник. / Р.В. Бичківський. – Львів: Львівська політехніка, 2004. – 560 с.
5. Boris Zubry (2018). Quality Control/Quality Assurance and Improvement, Zubry Publishing, 126 p.
6. Amitava Mitra (2016). Fundamentals of Quality Control and Improvement, Wiley; 4th Edition, 816 p.

APPLIED METHODS OF QUALITY CONTROL				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5/14 weeks, 28 hours in class	4,5 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	135 hours (14 h. lectures, 14 h. seminars/practicals, 107 h. self-study time)
Course aims: The course is focused on knowledge the main types of human feelings and the factors affecting their vulnerability; sensory memory formation of students; study of taxonomy, the nature and features of sensory analysis methods; application of methods of statistical data processing sensory evaluation.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) to form psychophysiological bases of sensory analysis;		Interactive lecture, practical classes, guided self-study activities	Participation in the discussion, test (CAS)	
2) use methods of sensory evaluation of product quality;		Lecture, practical classes, discussion, self-study activity	Peer small group presentation, test (CAS)	
3) to determine individual organoleptic parameters;		Interactive lecture, practical classes	Peer small group presentation, test (CAS)	
4) make a sensory assessment of the quality of food and non-food products.		Lecture, discussion, practical classes	Participation in the discussion, practical skills assessment, essay (written) (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Test (multiple choice, computer) 10% Essay (written) 10% Practical skills assessment 30% Presentation (oral, multimedia) 20% Peer small group presentation				
Contents				
Thematic structure of the course: Sensory analysis and its significance in evaluating the quality of consumer goods The psycho-physiological basis of sensory analysis. The perception and definition of smell. Visual sensations.				

The feeling of touch.
 Organoleptic research methods.
 Terms of sensory analysis.

Literature

Compulsory reading

1. Родина Т.Г. Сенсорный анализ продовольственных товаров: учебник для студентов вузов / Т.Г. Родина. – М.: Издат. центр «Академия», 2004. – 208 с.
2. Жук В.А. Сенсорний аналіз: Навчальний посібник для студентів вищих навчальних закладів / В.А. Жук. – Полтава: РВВ ПУСКУ, 2008. – 206 с.
3. Малигіна В.Д. Основи сенсорного аналізу / В.Д. Малигіна, Л.Д. Титаренко. – Донецьк: ДонДУЕТ, 2004. – 275 с.
4. Ємченко І.В. Сенсорний аналіз: Практикум. Навч. посібник / І.В. Ємченко, А.О. Троякова, А.П. Батугіна [та ін.]. – Л.: Афіша, 2009. – 328 с.
5. Дубініна А.А. Сенсорний аналіз: навч. посібник у структурнологічних схемах / А.А. Дубініна, Т.В. Щербакова, Н.І. Черевична, О.В. Шмиголь; Харк. держ. ун-т харч. та торгівлі. – Х., 2017. – 110 с.
6. Гладкий Ф.Ф. Сенсорний аналіз харчових продуктів: навч. посіб. / Ф.Ф. Гладкий, В.К. Тимченко, П.О. Некрасов, З.П. Федякіна, К.В. Куниця, С.М. Мольченко. – Харків: Видавництво та друкарня «Технологічний Центр», 2018. – 132 с.

Recommended reading

1. Дослідження сенсорне. Ідентифікація та вибирання дескрипторів для створення сенсорного спектру за багатобічного підходу ДСТУ ISO 11035:2005. – К.: Держспоживстандарт України, 2018. – 27 с.
2. Дослідження сенсорне. Методологія. Ранжування харчових продуктів за допомогою методів із використанням шкал та категорій: ДСТУ ISO 4121:2005. – Чинний від 2006-07-01. – К., Держспоживстандарт України, 2016. – 15 с. – (Національні стандарти України).
3. O'Mahony, M. 1986. Sensory evaluation of food: Statistical methods and procedures. Marcel Dekker, Inc. New York, NY.
4. Daly DJ, et al. The transfer of touch DNA from hands to glass, fabric, and wood. Forensic Sci. Int. Genet. 6 (2009), 41-46.
5. Djuric M, et al. DNA typing from handled items. Forensic Sci. Int.: Gen. Suppl. Ser. (2008) 411-412.

MATERIAL SCIENCE AND THE BASICS OF TECHNOLOGY OF GOODS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	5/14 weeks, 28 hours in class	4,5 / Elective	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	135 hours (14 h. lectures, 14 h. seminars/practical, 107 h. self-study time)
Course aims: The course is geared towards helping students to acquire knowledge about the relationship between the structure and properties of materials, study the structure of materials, which used in the manufacture of consumer goods.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1. Characterize the impact of raw materials on consumer properties of goods.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, essay (CAS)	
2. Determine the properties of raw materials used in the manufacturing of goods.		Internet search, discussion, practical classes, self-study activities	Practical skills assessment, test (CAS)	
3. Establish and predict the relationship between structure and properties of materials.		Problem lecture, practical classes, solving problems	Practical skills assessment, solving problems, test (CAS)	
4. Characterize raw materials and operation process manufacturing for different groups of food and non-food products.		Lecture, discussion, practical classes, self-study activities	Participation in the discussion, practical skills assessment, peer small group presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Practical skills assessment 20% Solving problems 10% Test (multiple choice, computer) 10% Essay (written) 20% Peer small group presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Material analysis as a science Laws of formation of material structure Formation of structure and properties of materials Properties of materials				

Physical properties of materials
 Chemical properties of materials
 The materials used in the production of consumer goods
 Construction materials
 Functional materials
 Technology basics
 Raw material production
 Chemical processes in the production of non-food products
 Interdependent branch processes
 The main technological processes in microelectronics
 Corrosion. Corrosion protection and aging
 Scientific discipline bases
 Fundamentals of hydraulics. Hydraulic machines in food industries
 Hydromechanical processes in food technology
 Mechanical processes in food technology
 Thermal processes in food technology
 Mass transfer processes in food technology
 General methods of food processing and raw materials

Literature

Compulsory reading

1. Афтанділяць Є.Г. Матеріалознавство / Є.Г. Афтанділяць, О.В. Зазимко, К.Г. Лопатько. – К.: «Олді Плюс», друге видання, 2019. – 612 с.
2. Захаренко В.О. Матеріалознавство та основи технології виробництва товарів: навчальний посібник / В.О. Захаренко. – Харків: ХДУХТ, 2016. – 251 с.
3. Котречко О.О. Практикум з матеріалознавства / О.О. Котречко, О.В. Зазимко, К.Г. Лопатько, Є.Г. Афтанділяць, С.В. Гнилокурченко. – К.: «Олді Плюс», 2018. – 500 с.

Recommended reading

1. Власенко А.М. Матеріалознавство та технологія металів / А.М. Власенко. – Київ: Літера ЛТД, 2019. – 224 с.
2. Боброва Т.Б. Основи матеріалознавства / Т.Б. Боброва. – «Компанія МТП» 2016. – 101 с. – Режим доступу: <https://www.gurt.org.ua/uploads/news/files/2016-8/%D0%9C%D0%B0%D1%82%D0%B5%D1%80%D1%96%D0%B0%D0%BB%D0%BE%D0%B7%D0%BD%D0%B0%D0%B2%D1%81%D1%82%D0%B2%D0%BE-min.pdf>
3. Клименко В.М. Матеріалознавство: підручник / В.М. Клименко. – Вінниця, 2010. – 113 с.
4. Гарнець В.М. Матеріалознавство: підручник / В.М. Гарнець. – К.: Кондор, 2009. – 386 с.
5. Мальцева Л.И. Материаловедение: учебник / Л.И. Мальцева, М.А. Гервасьев, А.Б. Кутьин. – Екатеринбург: ГОУ ВПО УГТУ-УПИ, 2007. 339 с.
6. Shackelford, J.F. (2014). Introduction to Materials Science for Engineers, Pearson; 8th Edition, 696 p.

PRODUCT CERTIFICATION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 33 hours in class	5,5 / Elective	Halyna Ryzhkova, Ph.D. (Candidate of Science), Associate Professor	165 hours (11 h. lectures, 22 h. seminars/practicals, 132 h. self-study time)
<p>Course aims: The course is geared towards helping students to know of the basic principles of the current certification system in Ukraine and methods for their implementation and activities of international and regional organizations in this field, the study of current issues of certification: imported and exported goods; quality assurance systems of the manufacturer; environmental certification.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1. Understand the regulatory documentation in their field;		Practical classes, self-study activities		Practical skills assessment, case study, test (CAS)
2. Carry out major work in preparation for the certification of products;		Problem lecture, solving problems using appropriate software, individual presentation		Solving problems, presentation assessment, test (CAS)
3. Have the right to issue documentation for certification.		Lecture, practical classes, case study, solving problems		Case study, solving problems using appropriate software, essay (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Practical skills assessment 10% Solving problems 20% Case study 10% Test (multiple choice, computer) 20% Presentation assessment 20% Essay (written)</p>				
Contents				
<p>Thematic structure of the course: Fundamentals of certification. The essence and content of the certification. Organizational and methodological principles of certification in Ukraine. The procedure of certification in UkrSEPRO. Certification system of similar products in UkrSEPRO. Certification of imported goods.</p>				

Regional certification.

Recent industry certification.

Characterization of metal packaging for food and non-food goods and materials used for its production.

Literature

Compulsory reading

1. Мазур В.М. Сертифікація товарів: конспект лекцій. / В.М. Мазур. – Дніпро: УАН, 2019. – 100 с.
2. Когут М.С. Основи взаємозамінності, стандартизації, сертифікації, акредитації та технічні вимірювання: підруч. / М.С. Когут, Н.М. Лебідь, О.В. Білоус, І.Є. Кравець. – Львів: Світ, 2010. – 528 с.
3. Шаповал М.І. Менеджмент якості: підруч. / М.І. Шаповал. – К.: Тов-во "Знання", 2013. – 484 с.
4. Кириченко Л.С. Стандартизація і сертифікація товарів та послуг: Підручник/ Л.С. Кириченко, А.А. Самойленко. – Х.: Вид-во «Ранок», 2008. – 240 с.

Recommended reading

1. Топольник В.Г. Метрологія, стандартизація, сертифікація і управління якістю: Навчальний посібник / В.Г. Топольник, М.А. Котляр. – Львів: "Магнолія – 2006", 2013. – 216 с.
2. Долина Л.Ф. Стандартизація та метрологія у сфері охорони довкілля: Навчальний посібник. / Л.Ф. Долина – К.: Знання, 2007. – 199 с.
3. Лабораторний практикум з курсу „Сертифікація продовольчих товарів” для студентів товарознавчого факультету всіх спеціальностей / укладачі: А.А. Самійленко, Н.В. Притульська. – КНТЕУ, 2010. – 34с.
4. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
5. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
6. Кабінет Міністрів України. Режим доступу: <http://www.kmu.gov.ua>
7. Oliveira, T. and Martins M.F. (2010b) Understanding e-business adoption across industries in European countries, "Industrial Management & Data System", Vol. 110, No. 9, pp. 1337-1354.
8. Kuan, K.K.Y. and Chau, P.Y.K. (2001) A perception-based model for edi adoption in small businesses using a technology-organization-environment framework, "Information & Management", Vol. 38, No. 8, pp 507- 521.

THE BASICS OF ECOLOGY AND CONSUMPTION SAFETY				
Language of teaching	Semester/ Duration	ECT Scredits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	6/11 weeks, 33 hours in class	5,5 / Elective	OksanaKuzmenko, Ph.D. (Candidate of Science), Associate Professor	165 hours (22h. lectures, 11h. practicals, 132 h. self-study time)
Course aims: The course focuses on building knowledge system of theoretical and applied knowledge about the modern role of functional content and theoretical foundations of environmental and consumer goods bespeaks.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) evaluate raw materials and products for contaminants;		Problem lecture, discussion, guided self-study activities, practical classes, student reports, solving problems	Participation in the discussion, student reports assessment, solving problems, test (CAS)	
2) examine the dependence between the properties of the product structure and the environment;		Lecture, practicals, discussion, student reports, self-study activity, role play, case study	Presentation assessment, student reports, practical skills assessment, role play, case study, test(CAS)	
3) assess the safety of specific types of goods		Problem lecture, discussion, practical classes, student reports, solving problems	Solving problems, practical skills assessment, test(CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Solving problems 10% Test (multiple choice, computer) 20% Role play 10 % Student reports assessment 20% Presentation assessment (individual presentation assessment, oral, multimedia)				
Contents				
Thematic structure of the course: Scientific - technical progress and environmental pollution. Environmental problems of anthropogenic pollution of the atmosphere and outer space. Environmental problems of anthropogenic pollution of the hydrosphere. The main legal and organizational aspects of environmental protection, environmental management and safety of consumer products.				

Current environmental and socio-economic problems in Ukraine.
 Industrial pollution of food raw materials and food products and methods of minimizing the harmful effects of pollution.
 Protection of food products from the accumulation of nitrates, nitrites, nitrite compounds, metals, radionuclides and carcinogens, pesticides.
 Food additives, antibiotics, hormones in food products and their content regulation.
 Ecological and economic problems of consumer goods production.

Literature

Compulsory reading

1. Некос А.Н. Экология и проблемы безопасности товаров народного потребления: учебное пособие. / А.Н. Некос, Т.А. Праченко, А.Ю. Леонов – Харьков: ХНУ, 2017. – 284 с.
2. Зеленський І.І. Екологія людини: підручник. / І.І. Зеленський, М.О. Клименко. – К.:Видавничий центр «Академія», 2018. – 288 с.
3. Кучерявий В.П. Екологія. / В.П. Кучерявий – Львів: Світ, 2017. – 493 с.
4. Кучерявий В.П. Урбоекологія. / В.П. Кучерявий – Львів: Світ, 2017. – 440 с.

Recommended reading

1. Гавриленко А.М. Экологическая безопасность пищевых производств: учеб. пособие для студентов вузов. / А.М. Гавриленко, С.С. Зарцына, С.Б. Зуева. – СПб.: ГИОРД, 2018. – 271 с.
2. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
3. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
4. Кабінет Міністрів України. Режим доступу: <http://www.kmu.gov.ua>
5. Commission Europeenne (2005) “Organic Farming in the European Union Facts and Figures” Report. Direction Generale De L’Agriculture et du Developpement Rural. Brussels; 3 Nov 2005.
6. Chakrabarti, Somnath, Baisya, Rajat K (2007), Purchase Motivations and Attitudes of Organic Food Buyers. Decision (0304-0941); Jan-Jun2007, Vol. 34 Issue 1, p1-22, 22p.

COMMODITY ANALYSIS (FOOTWEAR AND FURS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 56 hours in class	6,0 / Elective	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practicals, 124 h. self-study time)
Course aims: The course is geared towards helping students to a coherent system of knowledge and skills on consumer properties, quality and range of footwear and furs, factors of their formation, control and storage in production, transportation and consumption.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) examine, analyze and evaluate conditions of the consumption of footwear and fur products, factors of customer requirements for the product range and quality, make assessment of footwear and fur product consumption,		Problem lecture, practical classes, solving problems, case study	Solving problems, case study, test (CAS)	
2) detect, identify and evaluate the features, properties and parameters of quality of the raw materials and products that affect the level of compliance with consumer safety, reliability and efficiency of use,		Practical classes, internet search, self-study activity, laboratory work	Participation in the discussion, practical skills assessment, solving problems, case study, test (CAS)	
3) correlate the price according to the customer value of footwear and furs, make the competitiveness forecast.		Problem lecture, case study in small groups discussion, presentation	Participation in the discussion, solving problems, case study, peer small group presentation, essay (CAS)	
Learning outcomes 1-2			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Practical skills assessment 10% Participation in the discussion 10% Solving problems 10% Peer small group presentation 10% Test (multiple choice, computer) 10% Case study 20% Mid-term control (computer multiple choice tests, solving problems) 10% Essay (written)				

Contents

Thematic structure of the course:

Consumer properties of footwear raw materials
 Processing of leather.
 Artificial and synthetic footwear raw materials
 Leather footwear
 Leather footwear grading
 Consumer properties and quality parameters for rubber footwear.
 Felting footwear
 Fur raw materials
 Properties of fur skins
 Classification of semi-processed furs
 Properties of semi-processed furs
 Fur products

Literature

Compulsory reading

1. Товарознавство. Т. 1. Непродовольчі товари: підруч. / Н.В. Мережко, О.Р. Мокроусова, Л.А. Коптюх та ін. – Київ : Київ. нац. торг.-екон. ун-т, 2019. – 760 с.
2. Рижкова Г.А., Мазур В.М. Товарознавство непродовольчих товарів. Розділ «Взуттєві товари»: Конспект лекцій. – Дніпро: Університет імені Альфреда Нобеля, 2017. – 55 с.
3. Бондарчук, М.Є. Товарознавство: метод. рек. до вивч. дисц. / М.Є. Бондарчук; Донец. нац. ун-т економіки і торгівлі ім. М. Туган-Барановського, каф. підприємн. і торг.. – Кривий Ріг: ДонНУЕТ, 2017. – 75 с.
4. Науково-інформаційний центр «Леонорм» [Електронний ресурс] // Режим доступу: <http://www.leonorm.com>
5. Товарознавство непродовольчих товарів: В двох частинах, Підручник /Л.Г. Войнаш, І.О. Дудла, Д.І. Козьмич, Н.В. Павловські, М.В. Приходько. – К.: НМЦ «Укоопосвіта», Частина 2, 2004. – 535 с.
6. Кушнір М.К. Товарознавство взуттєвих товарів / М.К. Кушнір, Н.П. Тихонова. – К.: НМЦ «Укоопосвіта», 2001.

Recommended reading

1. Як визначити якість хутра [Електронний ресурс]. – Режим доступу: <<http://www.kakprosto.ru/kak-45079-kak-proverit-kachestvo-meha>>
2. Як визначити якість шкіри [Електронний ресурс]. – Режим доступу: <<http://100tovarov.ru/library/article/?id=11>>
3. Технологія виробництва взуття [Електронний ресурс]. – Режим доступу:<<http://nika-obuv.ru/tehnika-proverki-kachestva-obuvi.html>>
4. Positioning Analysis in Commodity Markets: Bridging Fundamental and Technical Analysis Paperback – January 27, 2018.
5. Advanced Positioning, Flow, and Sentiment Analysis in Commodity Markets: Bridging Fundamental and Technical Analysis (Wiley Trading) 2nd Edition.

COMMODITY ANALYSIS (FURNITURE AND CONSTRUCTION PRODUCTS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 56 hours in class	6,0 / Elective	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practicals, 124 h. self-study time)
<p>Course aims: The course is geared towards helping students to a coherent system of knowledge and skills on consumer properties of furniture and building products, quality and range of furniture and building products, factors of their formation, control and storage in the production, transportation and consumption.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) analyze and evaluate the conditions of the consumption of furniture and building products, factors of customer requirements to the range and level of quality assessment of consumer goods;		Problem lecture, practical classes, solving problems, case study		Participation in the discussion, solving problems, case study, test (CAS)
2) detect, identify and evaluate the features, properties and parameters of quality of materials and products that affect the level of compliance with consumer safety, reliability and efficiency of use, justify the price according to the customer value of furniture and building products, predict their competitiveness;		Practical classes, internet search, self-study activity, laboratory work		Practical skills assessment, solving problems, test (CAS)
3) describe the rules used, assess their compliance with customer requirements and socio-economic progress of the country.		Problem lecture, case study in small groups discussion, presentation, laboratory work		Participation in the discussion, solving problems, case study, practical skills assessment, essay (CAS)
Learning outcomes 1-2				Mid-term control (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Practical skills assessment 20% Solving problems</p>				

<p>10% Test (multiple choice, computer) 10% Case study 20% Mid-term control (computer multiple choice tests, solving problems) 10% Essay (written)</p>
Contents
<p>Thematic structure of the course: Characteristics of the materials used in the manufacturing of furniture Classification of furniture by purpose, raw materials and design. Assortment and consumer properties characteristics of furniture Classification of building products by the purpose, origin, composition and type of raw material The range of products and materials for walls and partitions. Facing and finishing materials</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Товарознавство. Т. 1. Непродовольчі товари: підруч. / Н.В. Мережко, О.Р. Мокроусова, Л. А. Коптюх та ін. – Київ: Київ. нац. торг.-екон. ун-т, 2019. – 760 с. 2. Будівельне матеріалознавство. підручник. Дворкін Л.Й., Лаповська С.Д. К.: Кондор-Видавництво, 2017. – 472 с.
Recommended reading
<ol style="list-style-type: none"> 1. Бондарчук, М.Є. Товарознавство: метод. рек. до вивч. дисц. / М.Є. Бондарчук; Донец. нац. ун-т економіки і торгівлі ім. М. Туган-Барановського, каф. підприємн. і торг.. – Кривий Ріг: ДонНУЕТ, 2017. – 75 с. 2. Товарознавство керамічних будівельних виробів: навч. посіб. / П.В. Захарченко, П.Й. Купрієнко, К.К. Пушкарьова, В.І. Рева. – К.: КНУБА, 2016. 3. Демакова Е.А. Товароведение и экспертиза мебельных товаров: учебное пособие / Е.А. Демакова. – М.: КНОРУС, 2008. – 304 с. 4. Науково-інформаційний центр «Леонорм» [Електронний ресурс] // Режим доступу: http://www.leonorm.com 5. Сайт для товароведов [Электронный ресурс] // Режим доступу: http://www.tovaroved.ucoz.ru 6. Positioning Analysis in Commodity Markets: Bridging Fundamental and Technical Analysis Paperback – January 27, 2018. 7. Advanced Positioning, Flow, and Sentiment Analysis in Commodity Markets: Bridging Fundamental and Technical Analysis (Wiley Trading) 2nd Edition.

CONSUMER PROTECTION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 42 hours in class	5,0 / Elective	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	150 hours (28h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
<p>Course aims: The course is to form in students a holistic view of the organizational and legal framework for consumer protection; to determine the main activities of public authorities and administration, as well as public associations in the field of consumer protection and the principles of control of economic entities in the field of consumer protection; to form the basic skills on application of separate norms of the legislation in the field of protection of the rights of consumers</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) apply international norms on consumer protection;		Problem lecture, discussion, practical classes		Participation in the discussion, essay, test (CAS)
2) analyze case law, draw sound conclusions;		Interactive lecture, practical classes, guided self-study activities		Student reports assessment, solving problems (CAS)
3) prepare conclusions on controversial issues, perform test tasks;		Lecture, practical classes, discussion, self-study activity		Presentation assessment, student reports assessment(CAS)
4) give reasoned moral and legal assessments analyzing situational tasks in practical classes		Problem lecture, practical classes, case study in small groups, guided self-study activities		Peer small group presentation, essay, test (CAS)
Learning outcomes 1-2				Mid-term control (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Solving problems 10% Test (multiple choice, computer) 10% Essay (written) 10 % Reports 10% Peer small group presentation (oral, multimedia) 10% Presentation assessment (individual presentation assessment) 20% Mid-term control (computer multiple choice tests, essay)</p>				

Contents
<p>Thematic structure of the course: Historical background of consumerism The system of regulations on consumer protection The structure of bodies for consumer protection Legal significance of the contract of sale for consumer protection General consumer rights Organization of consumer protection for quality and safety of goods and services Legal regulation of advertising Unfair competition The order of trade Liability for violation of legislation on consumer protection</p>
<p>Literature</p>
<p>Compulsory reading</p>
<p>1. Конституція України// Відомості Верховної Ради України – 1996, №30. 2. Дудла І.О. Захист прав споживачів: Навч. посібник. / І.О. Дудла. – К.: Центр учбової літератури, 2017. – 448 с. 3. Заїка Ю.О. Українське цивільне право. Навч. посібник. / Ю.О. Заїка. – К.: Істина, 2018. – 312 с. 4. Іваненко, Л. М. Захист прав споживачів: підручник / Л.М. Іваненко, О.М. Язвінська. – К.: Юрінком Інтер, 2018. – 496 с. 5. Захист прав споживачів: соціально-правовий аспект / За заг. ред. Л.В. Ніколаєвой. – К.: КНТЕУ, 2018. – 312 с. 6. Захист прав споживачів: Нормативно-правове регулювання. Зразки документів. 4-е вид. / упоряд. Роїна О.М. – К.: КНТ, 2017. – 260 с. 7. F Ruiz-Mier and M van Ginneken, 2006, Consumer Cooperatives: An Alternative Institutional Model for Delivery of Urban Water Supply and Sanitation Services? Water Supply and Sanitation Working Note No. 5 (Washington DC, World Bank)</p>
<p>Recommended reading</p>
<p>1. Сайт Державної служби України з питань безпечності харчових продуктів та захисту споживачів URL: http://www.consumer.gov.ua/home/ 2. Сайт Державної регуляторної служби України URL: http://www.drs.gov.ua 3. S Ochieng, 2008, Enhancing Access to Sustainable Energy in Developing Countries (Seoul, ISO/COPOLCO).</p>

<i>E-COMMERCE</i>				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 42 hours in class	5,0 / Elective	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	150 hours (28h. lectures, 14 h. practicals, 108 h. self-study time)
Course aims: Students will gain knowledge and practical skills in the creation and use of tools to meet the challenges of electronic commerce				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) use the software for the Internet and communication systems;		Lectures, discussions on the basis of lecture materials and students' reading, workshop, Internet search, self-study activities		Participation in the discussion, participation in the workshop, presentation (CAS)
2) work with e-commerce systems;		Problem lecture, practical classes, solving problems, guided self-study activities		Participation in the discussion, solving problems using appropriate software (CAS)
3) mutual use electronic systems;		Practical classes, self-study activities, workshop		Solving problems using appropriate software (CAS)
4) use automated systems Enterprise Resource Planning;		Practical classes, self-study activities, project supervising		Solving problems using appropriate software (CAS)
5) create a site for online stores.		Practical classes, self-study activities, Internet search		Practical skills assessment, essay, (CAS)
Learning outcomes 1-2				Mid-term control (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
10% Participation in the discussion				
20% Solving problems				
10% Test (multiple choice, computer)				
10% Essay (written)				
10 % Reports				
10% Presentation (oral, multimedia)				

20% Mid-term control (computer multiple choice tests, essay)
10% Presentation assessment (individual presentation assessment)
Contents
<p>Thematic structure of the course:</p> <p>Module 1. Basic concepts of e-commerce. Ways of doing e-commerce Principles of placing the global computer network Internet. Basic concepts of e-commerce. Ways of doing e-commerce. Payment systems for e-commerce. Security and data protection on the Internet.</p> <p>Module 2. The legal framework of electronic commerce. Advertising and marketing Mobile e-commerce. Advertising and marketing on the Internet. Information services.</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Гаврилов Л.П. Основы электронной коммерции и бизнеса: Учебник / Л.П. Гаврилов. – К.: Солон-Пресс, 2019. – 592 с. 2. Интернет: Энциклопедия / Под ред. Л. Мелиховой. - СПб: Питер, 2019. – 528 с. 3. Ларри Вебер. Эффективный маркетинг в Интернете. Социальные сети, блоги, Twitter и другие инструменты продвижения в Сети. – М.: Манн, Иванов и Фербер, 2018. – 320 с. 4. Меджибовська Н.С. Електронна комерція: Навчальний посібник / Н.С. Меджибовська. – К.: ЦНЛ, 2017. – 384 с. 5. Старовойтова Т.Ф. Электронный бизнес и коммерция / Т.Ф. Старовойтова. – СПб.: ТетраСистемс, 2019. – 144 с. 6. Юрасов А.В. Основы электронной коммерции: Учебник / А.В. Юрасов. – СПб.: Горячая Линия – Телеком, 2018. – 480 с.
Recommended reading
<ol style="list-style-type: none"> 1. Паршина О.А. Інформаційні системи і технології в менеджменті: Навч. посібник / О.А. Паршина, В.М. Косарев, Ю.А. Паршин. – Д.: Університет ім. Альфреда Нобеля, 2017. – 312 с. 2. Информационные технологии в бизнесе / Под. ред. М. Желены. – СПб: Питер, 2018. – 1120 с. 3. Ricci F. Internet technologies / Franchesko Ricci. - 2011. http://www.technologyreview.com/web/24605/ 4. Schneider Gary P. (2011). E-Business / Gary P. Schneider. – Quinnipiac University, 433 p.

BUSINESS PLANNING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 42 hours in class	5,0 / Elective	Valentyna Pavlova, Doctor of Science, Full Professor	135 hours (28 h. lectures, 14 h. seminars/practical, 108 h. self-study time)
Course aims: The aim of discipline is to formation modern theoretical knowledge in business management through initiation, forecasting, optimization, coordination and integration of the processes of implementation of ideas and control over the processes of implementation and possible adjustments of the plans.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) create a first draft of their own business plan;		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, test (CAS)	
2) evaluate critically business plans;		Problem lecture, discussion, solving problems, self-study activities	Participation in the discussion, solving problems, test (CAS)	
3) define SWOT-analysis and how it relates to the market and competition within the business plan;		Lecture, practical classes, discussion, self-study activities	Practical skills assessment, essay (CAS)	
4) describe the 4 most common types of cost estimates associated with a proposed business or service and the importance of their inclusion in the business plan; estimate the costs associated with supply the product/service.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Solving problems 20% Practical skills assessment 10% Test (multiple choice, computer) 10% Essay (written) 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. Preparation for business planning process 1. Developing The Industry & Market Analysis Sections of The Business Plan				

2. Establishing Competitive Strategy & Organizational Structure
3. Outlining & Creating the Mechanical Sections
4. Startup Funding and Business Finance
- Module 2. The content and structure of the business plan**
5. An Entrepreneur – Executive Infrastructure Development
6. Financial Management Issues
7. Marketing, Promoting, and Presenting Business Plan
8. The Strategic Planning Process

Literature

Compulsory reading

1. Ільчук П.Г. Бізнес-планування та управління проектами: навчальний посібник / П.Г. Ільчук, Р.В. Фещур, А.І. Якимів, І.В. Когут, Г.Й. Лучко, Д.І. Скворцов, С.В. Шишковський. - Львів: «Новий Світ-2000», 2018. – 216 с.
2. Абрамс Дуглас. Бизнес-план на 100%. Стратегия и тактика эффективного бизнеса / Дуглас Абрамс. – М.: Альпина Паблишер, 2018. – 486 с.
3. Петров К.Н. Как разработать бизнес-план. Практическое пособие с примерами и шаблонами / К.Н. Петров. – М.: И.Д. Вильямс, 4-е издание, 2015. – 320 с.
4. Васильців Т.Г. Бізнес-планування: навч. посіб. / Т.Г. Васильців, Я.Д. Качмарик, В.І. Блонська, Р.Л. Лупак. – К.: Знання, 2013. – 173 с. URL: http://mgu.edu.ua/docs/biblioteka/bisn_plan.pdf

Recommended reading

1. Зелль А.С. Бізнес-план / А.С. Зелль. – К.: КНЕУ, 2014. - 408 с.
2. Алексеева М.М. Планирование деятельности фирмы / М.М. Алексеева. М.: Финансы и статистика, 2012. - 346 с.
3. Ковелло Дж.А. Бизнес-планы. Полное справочное руководство. Перевод с англ. / Дж.А. Ковелло, Б.Дж. Хейзергрэн. – М.: Лаборатория базовых знаний, 2011, 484 с.
4. Липсиц И.В. Бизнес-план основа успеха / И.В. Липсиц. – М.: Машиностроение, 2014. – 288 с.
5. Горемыкин В.А. Планирование предпринимательской деятельности / В.А. Горемыкин, Э.В. Бугулов. – М.: Инфра-М, 2012. – 374 с.
6. Буров В.П. Бизнес-план. Методика составления / В.П. Буров. – М.: ЦИПКК АП, 2014. – 412 с.
7. Alex Genadinic (2015). Business plan template and example: How to write a business plan, CreateSpace Independent Publishing Platform, 175 p.

CATEGORY MANAGEMENT OF PRODUCT ASSORTMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	7/14 weeks, 42 hours in class	5,0 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	150 hours (28 h. lectures, 14 h. seminars/practicals, 108 h. self-study time)
<p>Course aims: The course is geared formation of students' theoretical knowledge and acquisition of practical skills and abilities in the field of category management of product assortment, necessary for effective activity and development of a professional view on the choice of methods of managing the basic categories of goods (products) during its life cycle.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) understand the goals, essence, principles and structure of the category management of product assortment;		Lecture, practical classes, self-study activities		Participation in the discussion, practical skills assessment, case study, test (CAS)
2) be able to make informed decisions about sales channels, visual merchandising, relationship management in trade;		Problem lecture, solving problems using appropriate software, individual presentation		Solving problems, presentation assessment, essay (CAS)
3) be able to develop the competitive advantages of trade enterprises;		Lecture, practical classes, case study, solving problems		Participation in the discussion, case study, solving problems using appropriate software, test (CAS)
4) be able to manage categories of product assortment and the effectiveness of trade management.		Problem lecture, solving problems using appropriate software		Solving problems, case study, presentation assessment (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Practical skills assessment 10% Solving problems 30% Case study 10% Test (multiple choice, computer) 10% Presentation assessment 10% Essay (written)</p>				
Contents				

Thematic structure of the course:

Basic concepts of product management
 Needs and demand.
 Assortment management
 Ensuring basic commodity characteristics during the RCT
 The concept of categorical management
 Analytical bases of product range management
 Inventory management
 Office of procurement of goods

Literature**Compulsory reading**

1. Балабанова Л.В. Маркетингова товарна політика у системі менеджменту підприємств: навч. посібн. / Л.В. Балабанова. – К.: ВД "Професіонал", 2016. – 336 с.
2. Ламбен Ж.-Ж. Менеджмент, ориентированный на рынок: стратегический и операционный маркетинг / Ж.-Ж. Ламбен; пер. с англ. под ред. В.Б. Колчанова. – СПб.: Питер, 2005. – 800 с.
3. Семеняк И.В. Стратегический маркетинг / И.В. Семеняк. – Х.: ХНУ им. В.Н. Каразина, 2007. – 304 с.
4. Холодный Г.О. Маркетингова товарна політика: навч. посібн. / Г.О. Холодный. – Х.: ХНЕУ, 2006. – 323 с.
5. Сысоева С.В. Управление ассортиментом в рознице. Категорийный менеджмент / С.В. Сысоева, Е.А. Бузукова – СПб.: Питер, 2018. – 288 с.
6. Кент Т. Розничная торговля: учебник: пер. с англ. / Т. Кент, О. Омар. – М.: ЮНИТИ-ДАНА, 2013. – 719 с.
7. Эстерлинг С. Мерчандайзинг в розничной торговле / Эстерлинг С., Флоттман Э., Джерниган М., Маршал С. – СПб.: Питер, 2004.

Recommended reading

1. Дафт Р. Менеджмент. 6-е изд. Пер. с англ / Дафт Р. – СПб.: Питер, 2007. – 864 с.
2. Друкер П.Ф. Задачи менеджмента в XXI века: Пер. с англ. Учеб. пособ. – М.: «Вильямс», 2007. – 288с.
3. Category Management by Nielsen Marketing Research. McGraw-Hill 2007.
4. Dirk Seifert. Efficient Consumer Response. Hampp, Mering, 2006.
5. Rosemary Varley, David Gillooley. Retail Product Management: Buyir Merchandising. Routledge, 1st edition, 2007.
6. Jonathan O'Brien. Category Management in Purchasing. – Kogan Page Ltd, 2012. – 320 p.

SERVICE ORGANIZATION AND TECHNOLOGY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 32 hours in class	5,0 / Elective	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	150 hours (16h. lectures, 16 h. practicals, 118 h. self-study time)
Course aims: The course is geared towards helping students have knowledge about the types of services to be able to apply the acquired theoretical knowledge in practice, and to analyze the situation on the provision of services, and solve problem-solving situations.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) collect the necessary information for conducting market research;		Problem lecture, practical classes, internet search, case study, analysis of statistics	Solving problems, case study, analysis of statistics, report (CAS)	
2) study the demand for services provided in the service industries;		Practical classes, internet search, practical classes	Practical skills assessment, case study, test (CAS)	
3) apply the pricing theory for the new products in the market and solving problems;		Problem lecture, case study in small groups discussion, presentation	Case study, participation in the discussion, test (CAS)	
4) collect the necessary information to determine the distribution channel services in various service industries;		Problem lecture, practical classes, analysis of statistics	Solving problems, presentation assessment, analysis of statistics report, essay (CAS)	
5) make the search and evaluation of potential buyers in the market;		Interactive lecture, tutorials, analysis of statistics, case study	Case study, analysis of statistics report, test (CAS)	
6) analyze the factors of political, legal, economic and technological environment and their impact on the services market;		Discussion on the basis of lecture materials and students' reading, self-study activities	Student reports assessment, participation in the discussion, test (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Analysis of statistics, report 10% Student reports assessment 20% Practical skills assessment 10% Solving problems 20% Case study				

10% Test (multiple choice, computer) 20% Essay (written)
Contents
<p>Thematic structure of the course: The formation of commodity services Commodity research in services Formation of the services market The essence and conditions of market segmentation services The product and its formation in the service sector Service price formation The concept, role and structure of popularization The process of production and service, physical environment The service sector characteristics</p>
<p>Literature Compulsory reading</p>
<p>1. Рижкова Г.А. Організація і технологія надання послуг: конспект лекцій. – Д.: УАН, 2020. – 133 с. 2. Самойленко А.А. Технологія та контроль за якістю надання послуг: Навч. посіб. – К.: Київ. нац. торг.-екон. ун-т, 2003. – 244 с.</p>
<p>Recommended reading</p>
<p>1. Апопій В.В. Організація і технологія надання послуг / В.В. Апопій, І.І. Олексин, Н.О. Шутовська, Т.В. Футало. - Л.: Академія, 2006. -312 с. 2. Головка Т.М. Товарознавство. Послуги: [Зб. Опорн. консп. лекцій] / Т.М. Головка. – Х.: ХДУХТ, 2012. – 98 с. 3. Всемирный обзор индустрии развлечений и СМИ: прогноз на 2016-2020 годы [Электронный ресурс]. – Режим доступа: www.pwc.ru/outlook2016. 4. Азарян О.М. Прогнозування розвитку сфери розваг та відпочинку: міжнародний досвід // О.М.Азарян, І.Ю. Мартинов. Держава та регіони, Серія: Економіка та підприємництво, 2013 р., № 6 (75). – С. 31-35. 5. Шульгіна Л. М. Маркетинг підприємств туристичного бізнесу: Монографія/ Л. М. Шульгіна. – К. : Київ.нац.торг.-екон.ун-т, 2005.–597 с. 6. Щербань В.М. Маркетинговий менеджмент: навч. посіб. / В.М. Щербань. – К.: Центр навчальної літератури, 2016. – 224 с. 7. Гонтаржевська Л. І. Ринок туристичних послуг в Україні: навч. посіб. / Л.І. Гонтаржевська. – Донецьк: Східний видавничий дім, 2018. – 180 с. 8. Пуцентейло П. Р. Економіка і організація туристично-готельного підприємства: навч.посіб. / П.Р. Пуцентейло. – К.: Центр учбової літератури, 2017. – 334 с. 9. Шканова О. М. Маркетинг послуг: навч. посіб. / О.М. Шканова. – К.: Кондор, 2013. – 304 с. 10. Современное состояние и перспективы развития индустрии развлечений [Электронный ресурс]. – Режим доступа: http://www.marketingweek.ru/31.html. 11. Державний комітет статистики України. Режим доступу: http://www.ukrstat.gov.ua 12. Верховна Рада України. Режим доступу: http://www.rada.gov.ua 13. Кабінет Міністрів України. Режим доступу: http://www.kmu.gov.ua 14. Kremen, C. and R. S. Ostfeld. (2005). “A call to ecologists: measuring, analyzing, and managing ecosystem services.” <i>Front Ecol Environ</i> 3 (10): 540-548.</p>

MARKETING COMMUNICATIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 32 hours in class	5,0 / Elective	Svitlana Yaremenko, PhD (Candidate of Science), Associate Professor	150 hours (16 h. lectures, 16 h. seminars/practicals, 118 h. self-study time)
Course aims: Students will gain the ability to master knowledge and skills formation of marketing communication policy of modern enterprises, as well as the use of tools of marketing communication in professional activities.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) plan marketing communication mix depending on the type of activity;		Lecture, practical classes, case study, self study work, supervised project work	Case study, presentation, test, project (CAS)	
2) monitor for individual communications;		Lecture, practical classes, self study work, desk research, field research	Participation in the discussion, report, test, group presentation (CAS)	
3) make basic communication documents;		Lecture, practical classes, workshop, internet search, self study work	Group presentation, project (CAS)	
4) develop marketing communications budget;		Lecture, practical classes, workshop, supervised project work	Essay, presentation (CAS)	
5) choose effective communication with consumers.		Problem lecture, practical classes, case study, self-study activities	Participation in the discussion, case study, test, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 10% Test (multiple choice, computer) 20% Essay (written) 20% Presentation (oral, multimedia) 10% Report 10% Case study 20% Project				
Contents				

Thematic structure of the course:**Module 1. Basic concepts in the theory of marketing communications**

Communication in the marketing system

The classification concepts in marketing communications

Module 2. Theoretical, practical and organizational aspects of marketing communications

Advertising goods

Promotion

Work with the public (public relations)

Advertising at the point of sale (merchandising)

Direct marketing

Personal selling

Company marketing communications

Literature**Compulsory reading**

1. Маркетингові комунікації: навчально-методичний посібник / І.В. Король. – Умань: Візаві, 2018. – 191 с.
2. Примак Т.О. Маркетингова політика комунікацій / Т.О. Примак – К.: Атіка, Ельга-Н, 2009. – 328 с.

Recommended reading

1. Діброва Т.Г. Маркетингова політика комунікацій: стратегії, вітчизняна практика: навчальний посібник/ Т.Г. Діброва. – К.: Ліра-К, 2009. – 320с.
2. Братко О.С. Маркетингова політика комунікацій: Навчальний посібник. - Тернопіль: Карт-бланш, 2006. - 275 с.
3. Бландел Р. Эффективные бизнес-коммуникации: принципы и практика в эпоху информации / Р. Бландел - СПб.: Питер, 2000.
4. Королько В.Г. Паблік рілейшнз: наукові основи, методика, практика / В.Г Королько. – К.: Скарби, 2001. – 399 с.
5. Бернет Дж. Маркетинговые коммуникации: интегрированный подход / Дж.Бернет, С. Мориарти. – СПб.: Питер, 2001. – 864с.
6. Яременко С.С. Ефекти маркетингового комунікаційного впливу на споживачів / С.С. Яременко // Економічний нобелівський вісник 2014. № 1 (7). – С.516-525.
7. Тараненко І.В., Яременко С.С. Інноваційна трансформація комплексу маркетингових комунікацій в умовах глобалізації / І.В. Тараненко, С.С. Яременко // Економічний нобелівський вісник. 2016. № 1 (9). – 280 с. – С. 207-217.
8. Lynne Eagle, Barbara Czarnecka, Stephan Dahl, Jenny Lloyd (2014). Marketing Communications. - Routledge, 2014. – 428 p.
9. Pelsmacker de P., Geuens M., J. Van Den Bergh. Marketing Communications (2013). Pearson Education Limited, 2013, 640 p.
10. Pride W.M., Ferrell O.C. (2016) Marketing. 2nd ed. Cengage Learning, 2016.9. Marketing Research: Tools and Techniques /Nigel Bradley. Oxford University Press; 3rd Edition, 2013. 552 p.
10. AI in Marketing, Sales and Service. How Marketers without a Data Science Degree can use AI, Big Data and Bots / Peter Gentsch. - Palgrave Macmillan. – 2019. - 271 p.

COMMODITY ANALYSIS (DAIRY, FISH AND MEAT PRODUCTS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 40 hours in class	6,0 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	180 hours (16 h. lectures, 24 h. seminars/practicals, 140 h. self-study time)
Course aims: The course is focused on knowledge on consumer properties, quality and range of goods, factors of their formation, control and storage in the production, transportation and consumption.				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the course, students will be able to:				
1) examine, analyze and evaluate conditions of the consumption of fish and meat products, factors of customer requirements to the range and quality assessment of fish and meat products consumption;		Problem lecture, practical classes, solving problems, case study		Solving problems, case study, test (CAS)
2) detect, identify and evaluate the features, properties and parameters of quality of raw materials and products that affect the level of compliance with consumer safety, reliability and efficiency of use, justify the price according to the customer value of fish and meat products, make competitiveness forecast;		Practical classes, internet search, self-study activity, laboratory work		Practical skills assessment, solving problems, test (CAS)
3) use regulations, assess their compliance with the requirements of consumers and socio-economic progress of the country;		Problem lecture, practical classes, solving problems, case study		Solving problems, case study, test (CAS)
4) monitor and evaluate quality of dairy, fish and meat products in accordance with the regulations, provide conditions for preservation of quality in the field of trade;		Practical classes, internet search, self-study activity, laboratory work		Practical skills assessment, solving problems, test (CAS)
5) form the optimal structure of the product range of dairy, fish and meat products, analyze its dynamics and properties that affect the consumer needs and demand, encode products for processing on the computer;		Problem lecture, case study in small groups discussion, presentation		Participation in the discussion, solving problems, case study, test (CAS)

6) advise customers on the choice of milk, fish and meat products, their rational use, instructions for use, conditions of efficiency consumption.	Problem lecture, role play, case study	Participation in the discussion, participation in the role play, essay (CAS)
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the discussion</p> <p>20% Case study</p> <p>10% Presentation,</p> <p>10 % Solving problems</p> <p>10% Test (multiple choice, computer)</p> <p>10% Practical skills assessment</p> <p>10% Role play</p> <p>10% Essay (written)</p>		
Contents		
<p>Thematic structure of the course:</p> <p>The chemical composition and properties of milk</p> <p>Dairy products</p> <p>Ice cream, Butter. Cheese</p> <p>Canned milk. Dry milk products</p> <p>Dairy products for special purposes</p> <p>Present state and prospects of development of the fishing industry and trade. Features of the anatomical structure of the fish. The chemical composition and nutritional value of fish. The main families and species of commercial fish</p> <p>Water non-fish containers. Live fish. Classification, characteristics, range</p> <p>Salted and pickled fish. Classification, characteristics, range</p> <p>Fish products for special purposes</p> <p>Caviar products</p> <p>Meat production in Ukraine</p> <p>Characteristics of the slaughtered animals. Classification and labeling of meat. Morphological and chemical composition of meat</p> <p>Refrigerated processing and storage of meat. Safety and quality examination of meat. Meat carcasses for retail trade</p> <p>Meat and liver products</p> <p>Poultry</p> <p>Smoked meat</p> <p>Canned meat</p> <p>Packaged meat and meat semi-cooked products</p> <p>Meat culinary products and frozen meals</p>		
<p>Literature</p> <p>Compulsory reading</p> <p>1. Задорожний І.М. Товарознавство продовольчих товарів. Риба і рибні продукти / І.М. Задорожний, І.В. Сирохман, Т.М. Раситюк. – Л.: Коопосвіта. 2007. – 246 с.</p> <p>2. Козлов А.П. Риба та рибні товари: навч. посібник / А.П. Козлов, В.А. Павлова, В.Д. Малигіна. – Дніпро: Вид-во УАН, 2020. – 280 с.</p> <p>3. Сирохман І.В. Товарознавство м'яса і м'ясних товарів: підручник / І.В. Сирохман, Т.М. Лозова. Львівська комерційна акад.. – 2-ге вид., перероб. і доп. – К.: Центр учбової літ-ри, 2009. – 378 с.</p>		

4. Рудавська Г.Б. Молочні та яєчні товари: Підруч. / Г.Б. Рудавська, Є.В. Тищенко. – Київ. нац. торг.-екон. ун-т. – К.: Книга, 2004. – 392 с.
5. Сирохман І.В. Товарознавство продовольчих товарів: підручник / І.В. Сирохман. – К.: Знання, 2012. – 470 с.

Recommended reading

1. Про безпечність та якість харчових продуктів: Закон України № 2809 IV від 06.09.2005р.
4. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
5. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
6. Кабінет Міністрів України. Режим доступу: <http://www.kmu.gov.ua>
7. USDA (2009). Summary, Layers and Egg Production. Economic Research Services/USDA India poultry sector Development and prospect/WRS-04-03, United State Department of Agriculture.
8. Asche, F. 2007. Dynamic adjustment in demand equations. Marine Resources Economics, Vol. 12, pp. 221–237.
9. Ye, Y. 2009. Historical consumption and future demand for fish and fishery products: exploratory calculations for the years 2015/2030. FAO Fisheries Circular No. 946. Rome, FAO, 31p.

COMMODITY ANALYSIS (FRUIT, VEGETABLES AND FLAVOUR PRODUCTS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	8/8 weeks, 40 hours in class	6,0 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	180 hours (16 h. lectures, 24 h. seminars/practicals, 140 h. self-study time)
Course aims: The course is focused on knowledge study the basic principles of classification of goods; factors affecting product range and quality; range features of various product groups based on consumer knowledge about the value and purpose of the products.				
Learning outcomes On completion of the course, students will be able to:		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
1) recognize the range of products;		Problem lecture, guided self-study activities, case study	Participation in the discussion, solving problems, case study, test (CAS)	
2) determine quality by organoleptical and physical-chemical quality indicators according to regulations;		Practical classes, self-study activity, laboratory work	Practical skills assessment, solving problems, exercise, test (CAS)	
3) use regulations, assess their compliance with the requirements of consumers and socio-economic progress of the country		Problem lecture, practical classes, solving problems, case study	Solving problems, case study, test (CAS)	
4) practice problem-solving tasks.		Case study in small groups discussion, presentation	Participation in the discussion, solving problems, case study, test (CAS)	
Learning outcomes 1-2			Mid-term control (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Presentation, 10% Test (multiple choice, computer) 20% Case study 20% Solving problems, exercise 20% Mid-term control (computer multiple choice tests, essay)				
Contents				
Thematic structure of the course: The chemical composition of fruits and vegetables Fresh fruit and vegetables				

Processed fruit and vegetables
Tastes and their value for the human body
Soft drinks
Alcohol drinks
Grape and fruit wine

Literature

Compulsory reading

1. Сергеева О.Р. Товарознавство (Харчові товари): Конспект лекцій (Розділ: «Товарознавство (Плодоовочеві товари)»). – Дніпро: УАН, 2020. – 154 с.
2. Сирохман І.В. Товарознавство продовольчих товарів: Підручник. / І.В. Сирохман. – К.: Знання, 2012. – 471 с.

Recommended reading

1. Бровко О.В. Товарознавство. Продовольчі товари: Навчальний посібник. / О.В. Бровко, О.В. Булгакова, Г.С. Гордієнко. – К.: Кондор, 2010. – 730 с.
2. Коробкіна З.В. Товарознавство смакових товарів: Підручник. / З.В. Коробкіна, О.Л. Романенко – Київ, нац. торг.-екон. ун-т, 2013. – 379 с.
3. Дубиніна А.А. Товарознавство смакових товарів: Навч. посібник. / А.А. Дубиніна, Ю.Т. Жук, В.А. Жук, Н.А. Жестерева – Київ: ТОВ „Видавничий дім „Професіонал”, 2004. – 240 с.
5. Бровко О.В. Товарознавство. Продовольчі товари: Навчальний посібник. / О.В. Бровко, О.В. Булгакова, Г.С. Гордієнко. – К.: Кондор, 2010. – 730 с.
7. Confederation of the Food and drink industries in the EU (CIAA) (2003): The food and drink industry in the EU - Key figures, Brussels.
8. Martinez M.G.; Briz J. (2000): Innovation in the Spanish food and drink industry. International Food and Agrarbusiness Management Review 3, 155-176.

PROFESSIONAL TRAINING				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Coordinator	Student workload
Ukrainian	1, 6 / 17 weeks, 28 hours in class	7,5 / Mandatory	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	225 hours (28 h. practicals, 197 h. self-study time)
<p>Professional training aims: Professional training is geared towards giving students knowledge and understanding of the subject area and understanding of the profession, its role and importance in today's reforms in Ukraine, formation of students' approaches to the analysis and evaluation the modern economic and trade issues, obtaining basic skills in the search for and analyse information, project work, individual and group presentation and teamwork.</p>				
Learning outcomes		Teaching methods, teaching and learning activities	Forms of assessment (continuous assessment CAS, final assessment FAS)	
On completion of the Professional training, students will be able to:				
1) demonstrate understanding of the role of marketing in the activities of trade entities; 2) examine, analyze and evaluate conditions of the consumption of specific groups of goods, factors of customer requirements to the product range and level of quality assessment to predict consumer goods; 3) search for, process and analyse information from a variety of sources 4) perform responsibilities in the group led by the leader, ability to work in a team; 5) present and explain information, ideas, problems experts and non-experts in trading; 6) demonstrate skills of independent work; 7) identify key indicators of food quality by standard methods; 8) be responsible for their performance; 9) increase the level of personal training.		Practicals, discussion, guided preparation of presentation Practicals, self-study activity, project work, role play Self-study activity, internet search, project work Self-study activity, work in small groups, role play Practicals, preparing presentation, role play Self-study activity, project work Self-study activity, project work, role play Self-study activity, project work Self-study activity, project work	Participation in the discussion, presentation (CAS) Participation in the role play, report, project (CAS) Report, project (CAS) Participation in the role play, group presentation (CAS) Participation in the role play, presentation (CAS) Report, project, presentation (CAS) Project, group presentation (CAS) Project, individual presentation (CAS) Project (CAS) Final assessment (FAS)	
1 semester Learning outcomes 1-6				
6 semester				

Learning outcomes 1-9		Final assessment (FAS)
<p>Assessment The results of each semester are evaluated separately by the final grade 1 semester Final grade (final assessment) as a result of 100% continuous assessment: 10% Participation in the discussion 20% Participation in the role play 40% Report 30% Presentation 6 semester Final grade (final assessment) as a result of 100% continuous assessment: 60% Project 40% Presentation</p>		
Contents		
<p>1 semester Commodity analysis in the product and trade science. Methodology of commodity analysis. Scientific foundations of product requirements. Requirements for products. Properties catalogue. Product quality. Evaluation and research methods. Product assortment. Classification of goods. Preserving the quality and quantity of the goods in the product turnover. Coding. Product information.</p> <p>6 semester 1. Guided project work 2. Project presentation</p>		
<p>Literature</p> <p>Compulsory reading</p> <ol style="list-style-type: none"> 1. ДСТУ 3993 – 2000 «Товарознавство. Терміни та визначення». 2. Титаренко Л.Д. Теоретичні основи товарознавства: навчальний посібник / Л.Д. Титаренко. – Центр навчальної літератури, 2017. –227 с. 3. Жук Ю.Т. Теоретичні основи товарознавства. Підручник / Ю.Т. Жук, В.А. Жук, В.В. Гаврилишин і ін. – Львів: Компакт – ЛВ, 2017. – 500 с. 4. Hirshleifer, David (1988), “Residual Risk, Trading Costs, and Commodity Futures Risk Premia”, Review of Financial Studies 1 (2): 173-193. <p>Recommended reading</p> <ol style="list-style-type: none"> 1. Продовольчі товари (лабораторний практикум): Навч. посіб. / Н.В. Притульська, Г.Б. Рудавська, В.А. Колтунов та ін. – К.: Київ. нац. торг.-екон. ун-т, 2017. – 505 с. 2. Сірохман І.В., Товарознавство продовольчих товарів / І.В. Сірохман, І.М. Задорожний, П.Х. Пономарьов. – К.: Лібра, 2017. – 356 с. 3. Рудавська Г.Б. Молочні та яєчні товари: Підручник. / Г.Б. Рудавська, Є.В. Тищенко. – К.: Книга, 2017. – 392 с. 4. Колтунов В.А. Прогнозування збереження якості продовольчих товарів: Навчальний посібник. – К.: Київ. нац. торг.-екон. ун-т, 2017. – 199 с. 5. Державний комітет статистики України. Режим доступу: http://www.ukrstat.gov.ua 		

6. Верховна Рада України. Режим доступу: <http://www.rada.gov.ua>
7. Кабінет Міністрів України. Режим доступу: <http://www.kmu.gov.ua>
8. Hong, Harrison, and Motohiro Yogo (2010), "Commodity Market Interest and Asset Return", mimeo.; <http://ssrn.com/abstract=1364674>

INTERNSHIP				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Coordinator	Student workload
Ukrainian	8 / 5 weeks, 2 hours in class	8,0 / Mandatory	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	240 hours (2 h. practicals, 214 hours work at the enterprise, 24 h. self-study time)
<p>Internship aims: Internship aims to deepen and consolidate the theoretical knowledge acquired during the study process in real enterprise (company) conditions; understand the organization of enterprise (company) marketing management and the acquisition of basic skills and practical ability to carry out trading activities.</p>				
Learning outcomes		Teaching methods, teaching and learning activities		Forms of assessment (continuous assessment CAS, final assessment FAS)
On completion of the Internship, students will be able to:				
1) demonstrate knowledge and understanding of the trading activity and understanding of the profession;		Practicals, self-study activity, work at the enterprise		Internship report, presentation (CAS)
2) explore the market of goods, which has an enterprise (company) and its environment;		Work at the enterprise, self-study activity		Internship report, presentation (CAS)
3) analyze the competitive environment;		Work at the enterprise, self-study activity		Internship report, presentation, comment of a company (CAS)
4) forecast the demand for certain goods (services);		Self-study activity, internet search, work at the enterprise		Internship report, presentation (CAS)
5) demonstrate skills in the use of information and communications technologies;		Self-study activity, writing a report, preparing presentation		Internship report, presentation (CAS)
6) demonstrate spirit of enterprise, ability to take initiative;		Work at the enterprise		Internship report, comment of a company (CAS)
7) demonstrate knowledge and understanding of the development of a procurement plan for goods		Self-study activity, preparing presentation		Internship report, presentation (CAS)
8) demonstrate capacity to generate new ideas (creativity);		Work at the enterprise, writing a report		Internship report, comment of a company (CAS)
9) demonstrate the knowledge and understanding of the system of economic relations of the enterprise with the suppliers,		Work at the enterprise		Comment of a company (CAS)

<p>the procedure for concluding contracts and the methods of control over their implementation</p> <p>10) increase the level of personal training.</p> <p>Learning outcomes 1-10</p>	<p>Work at the enterprise, self-study activity, writing a report</p>	<p>Internship report, presentation (CAS)</p> <p>Final assessment (FAS)</p>
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Comment of a company</p> <p>50% Report</p> <p>30% Presentation</p>		
<p>Contents</p>		
<p>The essence of the role and objectives of business trade enterprises in market conditions. Demand for commodities, its study and forecasting. Formation of product range, ensuring its sustainability.</p> <p>Formation sources of goods in a market economy.</p> <p>Formation of economic relations in market conditions.</p> <p>Commercial activity of enterprises with bulk purchases of goods.</p> <p>Procurement activities as part of the business.</p> <p>Wholesale goods as part of wholesale commercial enterprises.</p> <p>The essence Wholesale products in market conditions. Forms wholesale and conditions of use.</p> <p>Commodity analysis for commercial enterprises.</p> <p>Acceptance of goods - component business of wholesale and retail enterprises.</p> <p>Sales promotion of goods.</p>		
<p>Literature</p>		
<p>Compulsory reading</p>		
<p>1. Гончар Л.А. Комерційна діяльність: Конспект лекцій. / Л.А. Гончар. – Дніпро, 2017. – 182 с.</p> <p>2. Апопій В.В. Комерційна діяльність: Підруч. / За ред. проф.. В.В. Апопія. – Вид. 2-ге, перероб. і доп. – К.: Знання, 2018. – 558 с.</p> <p>3. Виноградська А.М. Комерційне підприємництво: сучасний стан, стратегії розвитку: Монографія. / А.М. Виноградська. – Київ: Центр навчальної літератури, 2017. – 807 с.</p> <p>4. Виноградська А. М. Комерційне підприємництво: сучасний стан, стратегії розвитку : мо- ногр. / А. М. Виноградська. – К.: Центр навч. л-ри, 2017. – 807 с.</p>		
<p>Recommended reading</p>		
<p>1. Дашков Л.П. Коммерция и технология торговли: Учебное пособие. / Л.П. Дашков. – М.: «Маркетинг», 2018. – 448 с.</p> <p>2. Половцева Ф.П. Коммерческая деятельность: Учебник. / Ф.П. Половцева – М.: ИНФРА-М, 2017. – 248 с.</p> <p>3. Беляевский И. К. Основы коммерции / И. К. Беляевский. – М.: Изд-во Москов. гос. ун-та экон., стат. и инф-ки, 2017. – 129 с.</p> <p>4. Vanister, D. and J. Berechman (2005). Transport Investment and Economic Development. London: UCL Press.</p>		

STRUCTURE OF THE STUDY PROGRAMME ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES (BACHELOR'S DEGREE)

Semesters

1	2	3	4	5	6	7	8
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Teaching Units (Courses), ECTS* Mandatory							
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Courses of
General
Training
Courses of
Professional
Training
TOTAL

27	14,5	6	10,5	5	5		
	10,5	19	9	20,5	12	14	9,5
27	25	25	19,5	25,5	17	14	9,5

Teaching Units (Courses), ECTS Elective**							
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Courses of General Training 13

Courses of Professional Training 47,5
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Introductory Professional Training 3 ECTS					Professional Training 4,5 ECTS		Internship 8 ECTS
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Comprehensive Examination in the Profession 1,5 ECTS

TOTAL:

Mandatory 162,5 ECTS	Elective 60,5 ECTS
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Professional Training and Internship 15,5 ECTS
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Examination 1,5 ECTS

*One ECTS credit = 30 academic hours.