

ALFRED NOBEL UNIVERSITY, DNIPRO

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

COURSE CATALOGUE

2020-2021 academic year

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1. Mandatory courses

REGULATION OF STOCK EXCHANGE ACTIVITIES				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 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: Students will have gained knowledge about theory and methodology of the stock market, stock exchange and brokerage activities, the basics of the functioning of stock and currency exchanges.				
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 peculiarities of the regulation of exchange activities.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, oral answers, test (CAS)	
2) demonstrate knowledge of the specifics of brokerage activities.		Lecture, practical classes work in pairs to solve problems, self-study activities	Participation in the discussion, solving problems (CAS)	
3) know the basics of the operation of stock exchanges and currency exchanges.		Lecture, practical classes, discussion, self-study activities	Participation in the discussion, test, calculative tasks, (CAS)	
4) use knowledge of the main stages of the settlement and clearing process in the futures market to make settlements between buyers and sellers on the exchange.		Lecture, practical classes, self-study activities	Practical skills assessment, calculative tasks (CAS)	
5) demonstrate the ability to make decisions in complex and unpredictable conditions of the stock market.		Problem lecture, discussion, solving problems	Solving problems presentation (CAS)	
Learning outcomes 1-3			Mid-term control (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% Participation in the discussion
 10% Solving problems and calculative tasks
 10% Test (multiple choice, computer)
 10% Presentation (oral, multimedia)
 20% Mid-term control (computer multiple choice tests, tasks, essay)

Contents

Thematic structure of the course:

Module 1. Regulation of exchange activities

Regulation of exchange activities

Brokerage activities

Formation and quotation of prices in exchange activities

Clearing and settlements on the stock market

Module 2. Fundamentals of the functioning of the stock exchange and currency exchange

Stock market and its participants

Fundamentals of the functioning of the stock exchange

Fundamentals of the functioning of the currency exchange

Literature

Compulsory reading

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. Хрущ Н.А. Біржова діяльність / Н.А. Хрущ, П.Г. Іжевський, С.В. Безвух – К.: Кондор, 2017. – 348 с.
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.

Recommended reading

1. Сохацька О.М. Біржова справа: підручник / О.М. Сохацька. – Тернопіль: ТНЕУ, 2014. – 655 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. Резго Г.Я. Біржовое дело: учебник / Г.Я. Резго, И.А. Кетова. -М.:ИНФРА-М, 2010.– 288 с.
4. Чесноков В.Л. Біржові операції: навч. посібник для студ. вищ. навч.закладів / В.Л. Чесноков. - К.: Центр учбової літератури, 2008. – 191 с.
5. Kallianiotis John N. (2020). Foreign Exchange Rates and International Finance (Business Technology and Finance), Nova Science Pub Inc, 471 p.
6. Charles Duguid (2019). The stock exchange, Kindle Edition, 140 p.

WORLD TRADE				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 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 a system of theoretical and applied knowledge of modern role, functional content and tools of international trade.				
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) choose the form of international trade reasonable for the company, depending on the specific subject of trade;		Lecture, practical classes, discussion, self-study activities		Participation in the discussion, test (CAS)
2) make up international commercial contract form;		Lecture, practical classes, case study		Participation in the discussion, case study (CAS)
3) use standard forms of international commercial contract for the preparation of agreements with foreign partners;		Lecture, practical classes, work in pairs to solve problems, self-study activities		Participation in the discussion, solving problems, test (CAS)
4) analyze ways of concluding international commercial contracts to simplify the agreement procedures between the partners;		Lecture, practical classes, self-study activities		Participation in the discussion, case study, essay (CAS)
5) prepare business offers and negotiate with partners.		Problem lecture, discussion, solving problems		Solving problems peer small group presentation (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% Participation in the discussion 10% Solving problems 10% Case study 10% Test (multiple choice, computer) 10% Peer small group presentation (oral, multimedia) 10% Essay				

Contents

Thematic structure of the course:

Module 1. Forms, methods and regulation of international trade

Trade in international business
Forms of international trade
Methods of international trade
The regulations of international trade

Module 2. Commercial contracts and modern trade policy of Ukraine

The system of international trade contracts
The structure and content of international trade contract
The procedure of concluding international commercial contracts
Implementation of international commercial contracts
The rules and procedures for the settlement of trade disputes
Modern trade policy in Ukraine

Literature

Compulsory reading

1. Козак Ю. Г. Міжнародна торгівля: навч. посібник / Ю. Г. Козак, Н.С. Логвінова, Н. В. Притула та інші. - 5-те вид., перероб. та доп. – Київ: Центр учбової літератури, 2015. – 272 с.
2. Міжнародна торговельна діяльність: підручник / за ред. д.е.н., проф. В.В. Рокоча. – К.: ВНЗ «Університет економіки та права «КРОК», 2018, – 698 с.
3. Павлова В.А. Міжнародна торгівля: опорний конспект. – Дніпро: УАН, 2020. – 76 с.

Recommended reading

1. Павленко І.І. Міжнародна торгівля та інвестиції: навчальний посібник / Павленко І.І. – К.: ЦУЛ, 2012. – 256 с.
2. Циганкова Т.М. Міжнародна торгівля: навч. посібник / Т.М. Циганкова. – К.: КНЕУ, 2004. – 488 с.
3. Яковлев Ю.П. Міжнародна торгівля : практикум: / Ю. П. Яковлев. – К.: Кондор, 2008. – 378 с.
4. Козик В.В. Міжнародна економіка та міжнародні економічні відносини: практикум / В.В. Козик, Л.А. Панкова, О.Ю. Григор'єв, А.О. Босак. – К.: Вікар, 2003. – 2003. – 368 с.
5. Румянцев А.П. Міжнародна торгівля послугами: Навчальний посібник / А.П. Румянцев, Ю.О. Коваленко. – К.: Центр навчальної літератури, 2003. – 112 с.
6. Thomas Chaney (2014). Lectures on International trade (Ph.D.), манускрипт, последнее обновление, <https://sites.google.com/site/thomaschaney/teaching/trade>
7. Gandolfo, Giancarlo (2014). International Trade Theory and Policy, 2nd ed., Springer Texts in Business and Economics. ЭБС. <http://link.springer.com/book/10.1007/978-3-642-37314-5>

INNOVATIVE DEVELOPMENT OF ENTERPRISE				
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	Serhii Dubinskyi, Ph.D. (Candidate of Science), Associate Professor	180 hours (28 h. lectures, 28 h. seminars/practical, 124 h. self-study time)
Course aims: Students educated in mechanisms of innovative development of economic systems management, securing high result of shaping and usage of enterprises` potential, efficiency of investments into innovations; acquiring skills in giving prove to directions of foreground innovative development and alternative variants executive decisions				
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) apply fundamental categories and methods, which innovations and cycle of economy development;		Lectures, practical classes, self-study activities, workshop		Participation in the discussion, participation in the workshop (CAS)
2) use modern methodological approaches to give prove to the directions of foreground innovative development taking into account the needs and specific characteristics of national economy;		Lectures, practical classes, self-study activities, case study in small groups		Participation in the discussion, presentation case study (CAS)
3) collect and systematize marketing data for selecting target markets, measuring and predicting of demand, positioning of innovative items;		Lectures, practical classes, self-study activities, workshop		Participation in the discussion, participation in the workshop, essay (CAS)
4) identify and assess risks of innovative activity, and also to control their level by means of tools of risk-management;		Practical classes, self-study activities, supervised project		Project (CAS)
5) assess state, dynamics, efficiency of usage of innovative potential by an enterprise and ground foreground directions of its aggregation.		Practical classes, case study in small groups, workshop		Participation in the workshop, case study (CAS)
Learning outcomes 1-5				Mid-term control (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Participation in the workshop				

10% Case study 10% Presentation 10% Essay (written) 20% Project 20% Mid-term control (oral, multimedia)
Contents
<p>Thematic structure of the course:</p> <p>Module 1. Conceptual basics of innovative economy development Innovations and cycle of economy development Key concepts of innovative development Measurement of level innovative development and factors of its formation Modern organizational forms of innovative development Infrastructure of market innovation State support of innovation enterprise National innovation systems</p> <p>Module 2. Practical aspects of innovative economy development Strategy and business model of innovative economy development Innovation potential of enterprise Investment provision of innovative economy development Risks in innovation and management</p>
Literature
Compulsory reading
<ol style="list-style-type: none"> 1. Мойсеєнко І.П. Інституційні основи регулювання інноваційного розвитку [Електронний ресурс] / І. П. Мойсеєнко // Інноваційна економіка. – 2019. – № 1-2. – С. 25-32. 2. Свидрук І.І. Психологічні передумови формування інноваційного стилю управління розвитком персоналу [Електронний ресурс] / І.І. Свидрук // Вісник Одеського національного університету. Серія: Економіка. – 2019. – Т. 24, Вип. 6. – С. 105-109.
Recommended reading
<ol style="list-style-type: none"> 1. Основи підприємництва: теорія і практика: Навч. посіб / В.Г. Воронкова, А.Г. Беліченко, В.О. Желябін та ін. – Л.: Магнолія, 2009. – 454 с. 2. Шушкова Ю.В. Узагальнення інструментів світового досвіду державної політики інноваційного та технологічного розвитку економіки [Електронний ресурс] / Ю.В. Шушкова // Економіка та держава. – 2019. – № 11. – С. 20-24. 3. Mykoliuk, O., & Prylepa, N. (2018). Management of innovative development of enterprises in the context of a choice of energy security strategy. Innovative technologies and scientific solutions for industries. – No. 3(5). pp. 114-121. 4. Lukianchuk, O., & Tkachuk, T. (2019). Innovative development of enterprise: essence, factors, element of economic security. Organizational-economic mechanism of management innovative development of economic entities: collective monograph, Higher School of Social and Economic, Vol. 3, pp. 31-39. 5. Kukaj, H. (2017). The importance of enterprise value assessment in transition economies. // Academic Journal of Business, Administration, Law & Social Sciences. Mar 2017, Vol. 3 Issue 1, pp. 300-308.

EXAMINATION OF GOODS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14weeks, 84 hours in class	9 / Mandatory Course paper: 1 ECTS credit	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	270 hours (42 h. lectures, 42 h. seminars/practical, 186 h. self-study time) Course paper: 30 hours
Course aims: The course focuses on building knowledge of basic rules of organization and procedure of examinations quantity and quality of food and non-food products of domestic and foreign production features the examination of individual product groups, veterinary, environmental, forensic examinations.				
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) ability to choose the nomenclature of indicators for examination and ensure the effectiveness of the organization of examination;		Lecture, practical classes, case study, research on the topic of course paper, self-study work		Participation in the discussion, case study, presentation, test (CAS)
2) ability to conduct examination of certain groups of goods, its documentation;		Lecture, practical classes, self-study work, laboratory work, research on the topic of course paper		Participation in the discussion, practical skills assessment in small groups, test (CAS)
3) ability to communicate with experts in other fields when solving problems with products that do not meet the terms of the contract or because of the quality of which a dispute has arisen between the parties;		Problem lecture, practical classes, workshop, internet search, self-study work		Participation in the discussion, solving problems, test (CAS)
4) ability to develop the acquired skills in the examination of goods for the further learning process on the basis of self-government and autonomy;		Lecture, practical classes, workshop		Case study, presentation (CAS)

<p>5) realize the importance of a responsible attitude to your product or service, to consumers, employees, partners in solving problems with the quality of goods.</p> <p>Learning outcomes 1-5</p>	<p>Lecture, practical classes, case study, self-study activities</p>	<p>Case study, test (CAS)</p> <p>Final exam (FAS)</p> <p>Course paper</p>
<p>Assessment</p> <p>100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%)</p> <p>40% Final exam (5 sets of written assignments, each assignment includes analytical problem solving, an essay and computer multiple choice tests)</p> <p>60% Continuous assessment:</p> <p>10% Participation in the discussion</p> <p>10% Case study</p> <p>10% Practical skills assessment in small groups</p> <p>10% Solving problems</p> <p>10% Test</p> <p>10% Presentation (oral, multimedia)</p> <p>Course paper is evaluated separately and its assessment is not included in the course final control. Successful completion of the course work is a prerequisite for admission to the final examination.</p>		
<p>Contents</p>		
<p>Thematic structure of the course:</p> <p>Module 1.</p> <p>The concept, purpose and objectives of the examination of goods</p> <p>Ukrainian classification of goods FEA</p> <p>Information tools for examination of goods</p> <p>Organization of examinations</p> <p>Technology of examination of goods</p> <p>Classification, customs sanitary-epidemiological, veterinary, phyto-sanitary examinations</p> <p>Module 2.</p> <p>Features of examination of food products and raw materials</p> <p>Features of examination of non-food products</p>		
<p>Literature</p> <p>Compulsory reading</p> <p>1. Коломієць Т.М. Експертиза товарів: підручник. 2 ч. – 2-ге вид., допов. та перероб. / Т.М. Коломієць, Н.В. Притульська, О.Л. Ронененко. – К.: Київ. націонал. торг.-екон. університет, 2017. – Ч. 1. – 370 с.</p> <p>2. Назаренко Л.О. Експертиза товарів: розділ «Експертиза продовольчих товарів». Навчальний посібник для ВНЗ / Л.О. Назаренко. – К.: Центр учбової літератури, 2016. – 312 с.</p> <p>Recommended reading</p> <p>1. Красовский П.А. Товар и его экспертиза / П.А. Красовский, А.И. Ковалев, С.Г. Стрижов. - М.: Центр экономики и маркетинга, 2013. – 240 с.</p>		

2. Батутіна А.П. Експертиза товарів (практикум). Навч. посіб. / А.П. Батутіна, І.В. Ємченко, А.О. Троякова. – Львів: «Магнолія 2016», 2009 – 396 с.
3. Малигіна В.Д. Основи експертизи продовольчих товарів: навчальний посібник / В.Д. Малигіна; Л.Д. Титаренко, Л.В. Породіна, Г.О. Лихоніна, Н.Т. Лазарева, О.Ю. Холодова. – К. : Кондор, 2019. - 298 с.
4. Архипов В.В. Экспертная оценка товаров (движимого имущества) учебное пособие / В.В. Архипов, О.А. Желавская. - К.: Центр учбової літератури, 2011. – 280 с.
5. Васильев Г. А. Коммерческое товароведение и экспертиза: Учебное пособие / Г.А. Васильев, Л.А. Ибрагимов, Н.А. Нагапетьянц. - М.: Банки и биржи, ЮНИТИ, 2007. – 145 с.
6. Державний комітет статистики України. Режим доступу: <http://www.ukrstat.gov.ua>
7. Quality Management in the Imaging Sciences 5th Edition. Publisher: Mosby; 4th Edition (February 19, 2010)

INTERNATIONAL TECHNICAL REGULATIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14weeks, 28 hours in class	3,0 / Mandatory	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	90 hours (14 h. lectures, 14 h. seminars/practical, 62 h. self-study time)
Course aims: The course is aimed at students mastering the methodological foundations of international technical regulations, legislative and regulatory support its operation, analysis of international and national organizations in this area, the prospects organizational measures to adapt the provisions of the national system of technical regulation in accordance with international regulations.				
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) ability to analyze patterns and trends in the development of the business system in terms of international technical regulation;		Lecture, practical classes, case study, self study work		Participation in the discussion, case study, presentation, test (CAS)
2) ability to organize information retrieval, independent selection and high-quality processing of scientific and practical information and empirical data of international technical assistance programs in the field of technical regulation;		Lecture, practical classes, self study work, field research		Participation in the discussion, practical skills assessment, test, essay (CAS)
3) ability to develop and maintain balanced relationships with team members, consumers and other representatives of technical regulation in the context of globalization of economic processes;		Lecture, practical classes, workshop, internet search, self study work		Participation in the discussion, practical skills assessment, case study (CAS)
4) aware of the importance and take responsibility for the development of personal professional knowledge and practice, assessment of the strategic development of the team in matters of international technical assistance to the country.		Problem lecture, practical classes, case study, self study work		Solving problems, presentation, test, participation in the discussion (CAS)

Learning outcomes 1-4		Mid-term control (CAS)
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Participation in the discussion 10% Practical skills assessment 10% Case study 10% Solving problems 10% Test (multiple choice, computer) 10% Essay (written) 10% Presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, mini case)</p>		
Contents		
<p>Thematic structure of the course:</p> <p>The role and importance of the system of technical regulation in the context of globalization of economic processes.</p> <p>The role of international organizations in the system of international technical regulation</p> <p>Ukrainian classification of foreign economic activity</p> <p>International and regional organizations for standardization and metrology</p> <p>International and regional organizations in the field of quality, safety and consumer policy</p> <p>Features of technical regulation systems of certain countries</p> <p>International agreements in the field of international technical regulation</p> <p>Legislative and regulatory framework of international technical regulation</p>		
Literature		
Compulsory reading		
<ol style="list-style-type: none"> 1. Чорнопищук М. Технічне регулювання як інструмент боротьби з тіньовою економікою//Стандартизація, сертифікація, якість. – К.: 2012. – 172 с. 2. Аронов И., Рыбакова А., Теркель А. Без чего не обойдется аккредитация?//Стандарты и качество. – 2019. – № 2.– С. 18-22. 		
Recommended reading		
<ol style="list-style-type: none"> 1. Закон України "Про метрологію та метрологічну діяльність" №113/98 ВР від 11.02.1998р. 2. Закон України " Закон України "Про підтвердження відповідності" № 2406-III від 17.05. 2001 р. 3. Закон України "Про стандартизацію" № 2408-III від 17.05. 2001р. 4. Закон України "Про захист прав споживачів" від 15.12.1993 № 3682-ХП (із змінами і доповненнями № 3161-ІУ від 01.12. 2005. 5.Закон України "Про безпечність та якість харчових продуктів" № 2863-ІУ від 08.09.2005р. 6. Закон України "Про стандарти, технічні регламенти та процедури оцінки відповідності" N 3164-ІУ від 01.12. 2005р. 7. Закон України. Про акредитацію органів з оцінки відповідності. №2407-111 від 17 травня 2001р. 8. Закон України „Про основні засади державного нагляду (контролю) у сфері господарської діяльності" 		

9. Угода Світової організації торгівлі про технічні бар'єри в торгівлі, затверджена Рішенням Ради № 94/800/ЄС від 22 грудня 1994 року (Official Journal L 336, 23/12/1994 P. 0001-0002).
10. Угода про застосування санітарних та фітосанітарних заходів, затверджена Рішенням Ради 94/800/ЄС від 22 грудня 1994 року про укладення від імені Європейського Співтовариства, в межах його компетенції, угод, досягнутих під час Уругвайського раунду багатосторонніх переговорів (1986*1994) (Official Journal L 336, 23/12/1994).
11. Указ Президента України "Про державний комітет України з питань технічного регулювання та споживчої політики" № 887/2002 від 01.10.2002. - К., 2002.
12. Постанова Кабінету Міністрів України «Про затвердження Технічного регламенту модулів оцінки відповідності та вимог щодо маркування національним знаком відповідності, які застосовуються в технічних регламентах з підтвердження відповідності» від 07.10.2003 р. № 1585
13. Положення про Державний комітет України з питань технічного регулювання та споживчої політики"// Затв. Указом Президента України № 225/2003 від 18.03.2003.-К, 2003.
14. Глобальний стандарт ВК.С - Пакування та пакувальні матеріали, третя редакція від 4 січня 2008 р. (Global Standard for Packaging and Packaging Materials, 3 edition, 4 January 2008).
15. Глобальний стандарт BRC - Споживчі товари, жовтень 2016 р. (BRC Global Standard Consumer Products, October 2006).
16. Директива Європейського Союзу 85/374/ЄЕС щодо відповідності законів, положень та адміністративних постанов країн-членів щодо відповідальності за дефектну продукцію.
17. Директива (ЄС) №. 765/2008 Європейського Парламенту та Ради від 09.07.2008 щодо регламентів для акредитації та ринкового нагляду у зв'язку із реалізацією продукції.
18. Директива 97/7/ЄС Європейського Парламенту та Ради "Про захист прав споживачів в дистанційних контрактах" від 20 травня 1997 року.
19. Директива 98/34/ЄЕ Європейського Парламенту та Ради від 22 червня 1998 року про встановлення процедури надання інформації у сфері технічних стандартів та регламентів (Official Journal L 204, 21.7.1998, p. 37-48).
20. Codex Alimentarius. Рекомендований міжнародний звід правил. Загальні принципи гігієни харчових продуктів. САС/КСП 1-1969 (Key.4-2003).
21. Andrew Guzman, Joost H.B. Pauwelyn, Robert W. Hillman International Trade Law (Aspen Casebook) 3rd Edition / Publisher : Wolters Kluwer; 3rd Edition (May 20, 2016)

BUSINESS LOGISTICS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 33 hours in class	3,5 / Mandatory	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	105 hours (22 h. lectures, 11 h. seminars/practical, 72 h. self-study time)
Course aims: The course is geared towards helping students study the concepts, strategies and tactics of business logistics and improvement of logistics systems and mechanisms of their functioning.				
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) characterize the impact of commercial logistics enterprises to enhance competitiveness;		Interactive lecture, discussion, practical classes, self-study activities		Participation in the discussion (CAS)
2) identify indicators characterizing the level of logistics customer service;		Lecture, panel discussion, practical classes		Practical skills assessment (CAS)
3) assess the impact of production logistics, internal logistics on the environment;		Lecture by guest speaker, business game		Participation in the business game, test (CAS)
4) analyze real-time information systems in commercial logistics;		Case study, self-study activities		Participation in the case study, test (CAS)
5) describe the current system of transport of goods;		Interactive lecture, business game, self-study activities		Presentation based on the business game (CAS)
6) specify logistics intermediaries in the distribution of goods;		Problem lecture, case study in small groups		Solving problems (CAS)
7) describe the mechanism functioning procurement logistics;		Lecture, practical classes, case study in small groups		Peer small group presentation (CAS)
8) evaluate the effectiveness of inventory management for the different systems;		Problem lecture, panel discussion, practical classes		Practical skills assessment, test (CAS)
9) describe types of commercial warehouses in the logistics system.		Interactive lecture, self-study activities		Participation in the business game, test (CAS)
Learning outcomes 1-9				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% Case study, business game
- 10% Test (multiple choice, computer)
- 10% Practical skills assessment
- 10% Presentation (oral, multimedia)
- 10% Solving problems

Contents

Thematic structure of the course:

Module 1. Commercial logistics and increasing currency capacity

Commercial logistics as a tool to increase the competitiveness of the enterprise

Logistic approach to customer service

Information logistics

Module 2. Functional directions of commercial logistics

Transport logistics

Logistics of distribution of goods

Optimization of procurement decisions

Inventory management in the logistics system

Logistics solutions for storage of goods in warehouses

Literature

Compulsory reading

1. Кальченко А.Г. Логістика: навч. посіб / А.Г. Кальченко. – К.: КНЕУ, 2016. – 467 с.
2. Крикавський С.В. Логістика: компендіум і практикум / С.В. Крикавський, Н.І. Чухрай, Н.В. Чернописька. – К.: Кондор, 2017. – 336 с.
3. Виробнича логістика: навч. посіб. для студ. вищ. навч. закл. / О.В. Посилкина, Р.В. Сагайдак-Нікітюк, О.В. Доровський, Г.В. Кубасова. – Х.: Вид-во НФаУ, 2019. – 364 с.
4. Альбеков А.У. Логистика коммерции. Серия «Учебники, учебные пособия» / А.У. Альбеков, В.П. Федько, О.А. Митько – Ростов-на-Дону: Феникс, 2015. – 480 с.
5. Гаджинский А.М. Логистика: учебник / А.М. Гаджинский. – М.: «Дашков и К0», 2005. – 432с.

Recommended reading

1. Виробнича логістика: Навч. посіб. для студ. вищ. навч. закл. / О.В. Посилкина, Р.В. Сагайдак-Нікітюк, О.В. Доровський, Г.В. Кубасова. – Х.: Вид-во НФаУ, 2009. – 364 с.
2. Уотерс Д. Логістика. Управление цепью поставок / Д. Уотерс. – М.: ЮНИТИ-ДАНА, 2013. – 503 с.
3. Кальченко А.Г. Логістика: Навч. посіб. – К.: КНЕУ, 2006. – 467 с.
4. Крикавський С.В. Логістика. Підручник – Львів: НУ "Львівська політехніка", 2004. – 416 с.
5. Кристофер М. Логистика и управление цепочками поставок. / Под общ ред. В.С. Лукинського. – СПб.: Питер, 2004. – 316 с.
6. Савенкова Т.И. Логистика: учеб. пос. – 4-е изд. стер. – М.: Издательство «Омега-Л», 2009. – 255 с.
7. Сергеев В.И. Логистика в бизнесе. Учебник / В.И. Сергеев. – М.: ИНФРА-М, 2001. – 608 с.

8. Смирнов І.Г., Косарева Т.В. Транспортна логістика: Навч. посіб. – К.: ЦУЛ, 2008. – 224 с.
9. Сумець А.М. Логистика: Теория, ситуации, практические задания: Учебное пособие. – К.: „Хай-Тек Пресс“, 2008. – 320 с.
10. Тридід О.М. та інші. Логістика: Навч. посіб. – К. Знання, 2008. – 566 с.
11. Kovacz, G. and Tatham, P. (2010), “What is Special about a Humanitarian Logistician? A Survey of Logistics Skills and Performance”, Supply Chain forum an International Journal, Vol. 11 No.3, pp. 32-41.
12. Dale F. Cooper, Stephen Grey, Geoffrey Raymond and Phil Walker. (2005). Project Risk Management Guidelines: Managing Risk in Large Projects and Complex Procurements. 401 p.
13. Davidson, A. L. (2006), Key Performance Indicators in Humanitarian Logistics, Master Thesis, Massachusetts Institute of Technology, Boston.
14. Hopkin P. (2017). Fundamentals of Risk Management: Understanding, evaluating and implementing effective risk management. 4th ed. Kogan Page Limited. 488 p.

QUALITY MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 33 hours in class	3,5 / Mandatory	Viktoriia Orlova, Ph.D. (Candidate of Science), Associate Professor	105 hours (22 h. lectures, 11 h. seminars/practical, 72 h. self-study time)
Course aims: The course is geared towards helping students to form the system of knowledge from a theory and methodology of quality management, principles of construction and functioning of control system, mastering normative legal, organizational and economic questions of quality management of 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) Analyze patterns and trends in the development of quality management system, taking into account domestic and international experience in this field.		Lecture, practical classes, discussion, internet search, self-study activities		Participation in the discussion, presentation, test (CAS)
2) Use general approaches and methods of work on quality management, quality control, statistical methods.		Lecture, discussion, practical classes, «Brainstorming», «Decision tree», self-study activities		Participation in the discussion, practical skills assessment, tasks (CAS)
3) Work with the standards of ISO.		Lecture, practical classes self-study activities		Practical skills assessment, test (CAS)
4) Apply a process approach in creating a quality system.		Lecture, practical classes, discussion, self-study activities		Practical skills assessment, essay (CAS)
5) Organize documentation of elements of the quality management system.		Lecture, practical classes, self-study activities		Participation in the discussion, test (CAS)
6) Improve the quality operating system.		Problem lecture, discussion, solving problems		Participation in the discussion, solving problems (CAS)
Learning outcomes 1-3				Mid-term control (CAS)
Learning outcomes 2-6				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

10% Practical skills assessment and solving problems

10% Test (multiple choice, computer)

10% Presentation (oral, multimedia)

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

Contents

Thematic structure of the course:

Priority directions, basic concepts and categories of quality management

Domestic experience of quality management of commodities

International experience of quality management of commodities

Principles of Quality Control Management and their influence on quality of products

System of quality control of commodities and their methodological bases

Quality control system of commodities on the basis of international standards of ISO of series 9000

Principles of quality management

Methodology of quality management

A quality management of products is at the level of enterprise

Literature

Compulsory reading

1. Костюченко М.П. Теоретико-методологічні аспекти управління якістю. Частина I / М.П. Костюченко. – К.: Видавництво Кондор, 2019. – 424 с.

2. Шуляр Р.В. Управління якістю: навчальний посібник / Р.В. Шуляр, Н.В. Шуляр. – Львів: Видавництво Львівської політехніки, 2018. – 160 с.

3. Панченко М.О. Управління якістю: теорія та практика: навчальний посібник / М.О. Панченко. – К.: Центр учбової літератури, 2018. – 228 с. Режим доступу: <https://cul.com.ua/preview/upria.pdf>

Recommended reading

1. Бичківський Р. Управління якістю: навчальний посібник / Р. Бичківський. – Львів: ДУ «Львівська політехніка», 2017. – 239 с.

2. Безродна С.М. Управління якістю: навч. посіб. для студентів економічних спеціальностей / С.М.Безродна. – Чернівці: ПБКФ «Технодрук», 2017. – 174 с.

3. Капінос Г.І. Управління якістю: навчальний посібник / Г.І. Капінос, І.В. Грабовська. – К.: Видавництво Кондор, 2016. – 278 с.

4. Мережко Н.В. Управління якістю: підручник для вищ.навч. закл. / Н.В.Мережко, В.В. Осієвська, Н.С. Ясинська. – К: Київ. нац. торг.-екон. ун-т, 2010. – 216 с.

5. Лойко Д.П. Управління якістю: навч. посіб. / Д.П. Лойко, О.В. Вотченікова, О.П. Удовиченко, М.А. Котляр. – Донецьк: ДонНУЕТ, 2008. – 230 с.

6. ИСО – Международная организация по стандартизации. Режим доступу: <http://www.iso.org/iso/ru>

7 Каталог международных стандартов ISO. Режим доступу: <http://www.gost-snip.su/razdel/iso>

8. Dennis Kehoe (2009). The Fundamentals of Quality Management, 412 p.

2. Elective courses

METHODS OF TEACHING IN HIGHER EDUCATION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 44 hours in class	6,0 / Elective	Nataliia Volkova, Doctor of science, Full professor	180 hours (22 h. lectures, 22 h. seminars/practicals, 136 h. self-study time)
Course aims: The course is aimed at acquiring knowledge of the structure and content of the educational process in higher educational establishments focusing on teachers' work, forms of educational interaction with students, planning, organization and analysis of various types of educational and extracurricular studies.				
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 methods and techniques of pedagogical influence on personality and methods of pedagogical research in exploring and implementation of effective forms and methods of training and education;		Lecture, practical classes, discussion Resolution of pedagogical case studies		Participation in the discussion, participation in the case study (CAS)
2) support and form favourable social and psychological climate in a group for successful teaching activity;		Practical classes, case study in small groups		Pedagogical case studies, test (CAS)
3) follow in their activity the regulatory requirements for educational process in higher education;		Lecture, practical classes		Essay, test (CAS)
4) operate knowledge about students' age features;		Internet search, self-study activities		Presentation (CAS)
5) master teaching techniques and culture of teacher of the university, manage knowledge about students' age features;		Problem lecture, discussion		Participation in the discussion, test, practical skills assessment (CAS)
6) operate basic types and methods of educational process in higher education;		Problem lecture, case study in small groups		Peer small group presentation (CAS)
7) apply methodology of development of educational materials and of teaching in higher education;		Problem lecture, discussion		Participation in the discussion

8) use the acquired ability and skills in process of preparing methodological support for various types of studies and assessment of knowledge;	Role play, resolution of pedagogical case studies	Pedagogical case, participation in the pedagogical case studies (CAS)
9) follow basic requirements for the organization and control of independent and individual forms of students' work	Self-study activity, practical classes	Practical skills assessment
<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% Practical skills assessment</p> <p>10% Case study</p> <p>10% Participation in the role play</p> <p>10% Test (multiple choice, computer)</p> <p>20% The resolution of pedagogical case studies</p> <p>10% Presentation, peer small group presentation (oral, multimedia)</p>		
Contents		
<p>Thematic structure of the course:</p> <p>Theoretical and methodological basis of pedagogy in higher education</p> <p>Methods and techniques of modern scientific-pedagogical research</p> <p>System of higher education as a special institution</p> <p>Regulatory requirements for educational process in higher education</p> <p>Ukrainian students as a special youth socio-demographic group</p> <p>Pedagogical culture of a teacher of a higher educational establishments</p> <p>Organization of educational process in higher education</p> <p>Components of educational process of higher educational establishments</p> <p>Teaching methods in higher education</p> <p>Teaching methods and their classification</p> <p>Methodological basis of teaching disciplines</p> <p>Methodology of delivering lectures</p> <p>Methodology for conducting practical studies and seminars</p> <p>Assessment techniques of knowledge, abilities and skills (passing examinations and tests)</p> <p>Technique of organizing term and diploma paper</p> <p>Organization of independent and individual work of students</p>		
Literature		
Compulsory reading		
<ol style="list-style-type: none"> 1. Волкова Н.П. Інтерактивні технології навчання у вищій школі : навчально-методичний посібник. Дніпро: Університет імені Альфреда Нобеля, 2018. – 360 с. 2. Каплінський В.В. Методика викладання у вищій школі: Навчальний посібник. Вінниця: ТОВ «Ніланд ЛТД», 2015. – 224 с. 3. Козлова Г.М. Методика викладання у вищій школі: Навчальний посібник. Одеса: ОНЕУ ротапринт, 2014. – 200 с. 4. Методика викладання у вищій школі : навчально-методичний посібник / Уклад.: В.І. Кобаль. Мукачево: Вид-во МДУ, 2016. – 203 с. 5. Прищак М.Д., Залюбівська О. Б. Педагогіка, психологія та методика викладання у вищій школі: курс лекцій. Вінниця: ВНТУ, 2019. – 150 с. 		
Recommended reading		

1. Teaching Methods for Higher Education. Edition: First. Publisher: Dept. of Management Studies, Infant Jesus College of Engineering, Keelavallanadu, Tuticorin, Tamilnadu.. Editor: Dr. A. Rangaswamy. 2014. ISBN: 978-93-81992-73-9.
2. Klug J, Bruder S, Kelava A, Spiel C, Schmitz B. Diagnostic competence of teachers: A process model that accounts for diagnosing learning behavior tested by means of a case scenario. *Teaching and Teacher Education*. 2013; 30: 38-46.
3. Khnyfr H. The higher education system in the world with strategy. *Journal of Cultural Management*. 2005; 3(9): 10.
4. Mattes, W., (2007), *Nastavne metode. 75 kompaktnih pregleda za nastavnike i učenike*, Zagreb: Naklada Ljevak/
5. McCarthy, P. (1992). *Common Teaching Methods*. Retrieved July 24, 2008
6. *Typical Teaching Situations: A handbook for Faculty and Teaching Assistants* (n.d.). Retrieved July 23, 2008

OCCUPATIONAL SAFETY				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/14 weeks, 44 hours in class/	6 / Elective	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	180 hours (30 h. lectures, 14 h. seminars/practicals, 136 h. self-study time)
Course aims: The course is geared towards helping students the theoretical and practical knowledge of the legal, economic and organizational issues, aimed at preserving the health and performance rights at work.				
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) assess the compliance status of labor protection at the enterprise existing legislation and regulations;		Lecture, practicals, discussion, practical classes		Participation in the discussion, solving problems (CAS)
2) determine the functional responsibilities of employees based on their positions and requirements of existing legislation;		Practicals, self-study activity		Student reports assessment, test (CAS)
3) organize investigation of occupational accidents;		Lecture, practicals, analysis of statistics report		Analysis of statistics report, report, test (CAS)
4) work out a plan of training and testing of health workers carried out depending on their mission and the risk of work performed;		Internet search, self-study activities, role play		Participation in the role play (CAS)
5) determine the class of working conditions in terms of hazard and danger environment factors, severity and intensity of the production process;		Problem lecture, discussion		Participation in the discussion, test (CAS)
6) apply the theory of risk assessment for hazards of industrial activities;		Problem lecture, case study in small groups		Case study, peer small group presentation (CAS)
7) use personal protective equipment to ensure the safety of people in productive activities.		Problem lecture, discussion, self-study activities		Participation in the discussion, test (CAS)
Learning outcomes 1-4				Mid-term control (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment:				

20% Participation in the discussion
 20% Case study
 20% Role play
 10% Test (multiple choice, computer)
 20% Peer small group presentation, Presentation assessment
 10% Mid-term control (computer multiple choice tests, mini case)

Contents

Thematic structure of the course:

Module 1.

The legislative and regulatory framework for safety in the industry.

Safety management at the workplace.

General characteristics of working conditions in the industry.

Normalization of the working environment and work processes in enterprises (institutions, organizations) sector.

Module 2.

Analysis of injuries in the area, the procedure for investigation and registration of accidents and crashes.

Ensuring the security of buildings, structures and potentially dangerous processes taking place in them.

Ensuring the safety of production equipment, machines and devices.

Management of fire safety in trade.

Planning and organizational and technical solutions for fire safety in the industry.

Literature

Compulsory reading

1. Андрейчук Н.І. Охорона праці: Навчальний посібник. / Н.І. Андрейчук. – К.: Кондор, 2017. – 276 с.
2. Осокин В.В. Охрана труда в торговле: Учебник для студентов торгово-экономических и коммерческих вузов / В.В. Осокин, И.В. Сорока, Ю.А. Селезнева. – Киев-Донецк: ДонГУЭТ, 2018 – 228 с.
3. Основи охорони праці: Підручник / За ред. проф. В.В. Березуцького – Х.: Факт, 2017. – 480 с.
4. Гогіташвілі Г.Г. Управління охороною праці та ризиком за міжнародними стандартами: Навч. посіб./ Г.Г. Гогіташвілі, Є.Т. Карчевські, В.М. Лапін – К.: Знання, 2018. – 367 с.

Recommended reading

- 1 Гандзюк М.П., Желібо Є.П., Халімівський М.О. Основи охорони праці: Підручник. 4-е вид. / За ред. М.П. Гандзюка – К.: Каравела, 2017. – 384 с.
2. Жидацький В.Ц. Основи охорони праці: Навчальний посібник. – Львів: Афіша, 2017. – 350с.
3. Пістун І.П. Практикум з охорони праці: Навчальний посібник. – Суми: Університетська книга, 2018. – 207 с.
4. Bohnen, D., Hahne, W., Ritter, M., Schuster, M., Strate, L., Weber, A., & Wendler, H. 'Handbuch Arbeitssicherheit/Arbeitsschutz in Rettungsdienst' [Handbook Occupational Safety/Occupational Safety and Health in emergency service], Johanniter-Unfall-Hilfe e. V. Büro Dr. Weber Arbeitssicherheit und Qualitätsmanagement, Berlin / Nürnberg: Eigenverlag, 2018.

BASICS OF BUSINESS COMMUNICATIONS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 44 hours in class	6,0 / Elective	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	180 hours (22 h. lectures, 22 h. seminars/practicals, 136 h. self-study time)
Course aims: Provide general theoretical and practical training of students on the essence of communications in business, familiarization and understanding of existing individual characteristics and personal qualities that affect the individual style of communication, development of skills in organizing effective forms of individual and group business communication, encouraging students to actively work on personal development and self-improvement, what will serve as the basis for their practical work related to entrepreneurship.				
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) demonstrates knowledge of the General rules of business communication, forms and means of verbal and non-verbal communication;		Lecture, practical classes, case study, self study work		Participation in the discussion, case study, group presentation (CAS)
2) knows the techniques and methods of using business interaction technologies in practice;		Lecture, practical classes, self study work		Participation in the discussion, report, test (CAS)
3) adheres to social norms and rules in cooperation with partners, rules of business etiquette in business interaction;		Lecture, practical classes, internet search, self study work		Participation in the discussion, group presentation (CAS)
4) ability to form a professional position, harmonize socially and professionally important qualities and skills that ensure effective performance of professional activities;		Lecture, practical classes, workshop, role play		Participation in the discussion, case study, role play (CAS)
5) respects diversity and cross-cultural characteristics in business communication, reflects the interests, values, and quality of life of various social strata and groups.		Problem lecture, practical classes, case study, self-study activities		Participation in the discussion, essay (CAS)
Learning outcomes 1-3				Mid-term control (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the discussion				
10% Case study				

10% Test (multiple choice, computer) 10% Essay (written) 10% Role play 20% Group presentation (oral, multimedia) 20% Mid-term control (computer multiple choice tests, mini case)
Contents
Thematic structure of the course: Module 1. Types of communications Methodological problems in the field of business communications Types of communications Features of nonverbal communication Module 2. Levels of communications Interpersonal communication Communication in small groups Mass communication Module 3. Types of professionally oriented communication Communications in organizations Public communications
Literature
Compulsory reading
1. Каменская Е.Н. Психология и этика делового общения / Е.Н. Каменская. – Ростов н/Д.: Феникс, 2016. – 315 с. 2. Карнеги Д. Как вырабатывать уверенность в себе и влиять на людей, выступая публично. Мн.: Попурри, 2015. – 423 с. 3. Коноваленко, М. Ю. Деловые коммуникации: учебник для бакалавров / М. Ю. Коноваленко, В.А. Коноваленко. – М.: Юрайт, 2014. – 468 с.
Recommended reading
1. Кузнецова И.Н. Современный этикет / И.Н. Кузнецова. – М: Дашков и К, 2019. – 284 с. 2. Покровская Е.А. Бизнес-коммуникации: Учебное пособие / Е.А. Покровская. – М: Дашков и К, 2009. – 461 с. 3. Барышева А.Д. Этика и психология делового общения (сфера сервиса)/ А.Д. Барышева, Ю.А. Матюхина, Н.Г. Шередер. – М.: ИНФРА-М, 2016. – 460 с. 4. Шавкун І.Г. Бізнес-комунікація як тип соціального зв'язку / І.Г. Шавкун // Збірник матеріалів Всеукраїнської науково-практичної конференції «Проблеми управління економічним потенціалом регіонів». – Запоріжжя: ЗНУ, 2010. – С. 274-276. 5. Бредемайер К. Искусство словесной атаки: Практическое руководство / Пер. с нем. М.: Альпина Бизнес Букс, 2010. – 479 с. 6. Джеймс Т. Мастерство презентации: Совершенствование коммуникативных навыков с помощью НЛП/ Т. Джеймс, пер. с англ. – М.: Фолер, 2018. – 537 с. 7. Бороздина Г.В. Психология делового общения: Учебник. 2-е изд. / Г.В. Бороздина. – М.: ИНФРА-М, 2010. – 369 с. 8. Меманн Элизабет. Коммуникация и коммуникабельность / Элизабет Меманн, пер. с нем. – Х.: Гуманитарный центр, 2017.– 296 с. 9. Кирсанова М.В., Анодина Н.Н., Аксенов Ю.М. Деловая переписка: Учебное пособие. 3-е изд. / М.В. Кирсанова, Н.Н. Анодина, Ю.М. Аксенов. – М.: ИНФРА-М, 2006. – 314 с. 10. Mary Ellen Guffey, Dana Loewy (2019). Essentials of Business Communication, 11th Edition. Cengage, 608 p. 11. Brian Carter (2012). LinkedIn for Business: How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn (Que BizTech), Que Publishing, 272 p.

METHODS AND ORGANIZATION OF ACADEMIC RESEARCH				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/5 weeks, 30 hours in class	3,0 / Elective	Valentyna Pavlova, Doctor of Science, Full Professor	90 hours (15 h. lectures, 15 h. seminars/practical, 60 h. self-study time)
Course aims: The course is geared towards helping students to learn the basics of methodology and review the existing system of organization and management of research work in the field of commodity analysis in Ukraine, in particular in the university.				
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) build scientific research in accordance with the logic and purpose of the study; 2) be able to assess the processes taking place in business, trade and exchange structures; 3) build scientific structure and substantiate received scientific position; 4) carry out research and implement the results in practice; 5) issue results of their research, analyze them and make conclusions; 6) write scientific papers basing on the results of research.		Lecture, practical classes, discussion, self-study activities Problem lecture, discussion, work in pairs to solve problems Practical classes, self-study activities Lecture, practical classes, analysis of statistics, self-study activities Practical classes, Internet search, self-study activities Supervised project work, self-study activities	Participation in the discussion, test (CAS) Participation in the discussion, solving problems (CAS) Participation in the discussion, essay (CAS) Solving problems, analysis of statistics report, test (CAS) Participation in the discussion, essay (CAS) Research project, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 10% Analysis of statistics report 20% Solving problems 10% Essay (written) 10% Test (multiple choice, computer) 30% Research project and presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. Theoretical and methodological aspects of scientific research Philosophy and scientific knowledge				

<p>Ontological and epistemological components in research The aim, object and subject of research Methodology of commodity research Module 2. Applied aspects of scientific research Requirements for the thesis for the degree of candidate of sciences The procedure of preparation of master's work Testing and implementation of research results</p>
<p>Literature</p>
<p>Compulsory reading</p>
<p>1. Євтушенко М.Ю. Методологія та організація наукових досліджень: навчальний посібник / М.Ю. Євтушенко, М.І. Хижняк. – К.: ЦУЛ, 2019. – 350 с. 2. Бірта Г.О. Методологія і організація наукових досліджень: навчальний посібник / Г.О. Бірта, В.Ю. Чік. – К.: ЦНЛ, 2016. – 142 с. 3. Павлова В.А. Міжнародна торгівля: опорний конспект. – Дніпро: УАН, 2020. – 76 с.</p>
<p>Recommended reading</p>
<p>1. Корягін М.В. Основи наукових досліджень: навчальний посібник / М.В. Корягін, В.Ю. Чік. – К.: Алерта, 2019. – 492 с. 2. Юринець В. Є. Методологія наукових досліджень: навч. посібн. / В. Є. Юринець ; Львів. нац. ун-т ім. І. Франка. – Львів : ЛНУ, 2011. – 179 с. 3. Економічні дослідження (методологія, інструментарій, організація, апробація): навч. посіб. / за ред. А.А. Мазаракі. – К.: Київський національний торговельно-економічний університет, 2010. – 280 с. 4. Романчиков В.І. Основи наукових досліджень: навчальний посібник / В.І.Романчиков. – К.: Центр учбової літератури, 2007. – 254 с. 5. Білуха М.Т. Основи наукових досліджень навчальний посібник / М.Т. Білуха. – К.: АБУ, 2002. – 480 с. 6. Горбатенко І.Ю. Основи наукових досліджень: підручник / І.Ю. Горбатенко, Г.О. Івашина. – Херсон, 2001. – 186 с. 7. Грищенко І.М. Основи наукових досліджень: навчальний посібник / І.М. Грищенко, О.М. Григоренко, В.А. Борисейко. – К.: КНТЕУ, 2001.– 216 с. 8. Managing Science: Methodology and Organization of Research (Innovation, Technology, and Knowledge Management) [Електронний ресурс]. – режим доступу: https://www.amazon.com/Managing-Science-Methodology-Organization-Innovation/dp/1441974873</p>

FOREIGN LANGUAGE (FOR SPECIFIC PURPOSES)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
English	3/5 weeks, 30 hours in class	3,0 / Elective	Iryna Hrechukhina, Candidate of Science, Associate Professor; Nataliia Bepalova, Senior Lecturer	90 hours (30 h. seminars, 60 h.self-study time)
Course aims: The course aims at developing the students' ability to communicate in English in a wide range of business situations like analyzing complex market data, providing solutions to problems of workforce organization, staff productivity and social sphere development, etc., demonstrating rich vocabulary and extensive business terminology, accuracy in their use of language and essential business communication skills.				
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 listening skills while listening to a variety of recordings and authentic interviews with business people concerning business environment and relevant business issues with a full understanding of the content;		Practical classes, discussion		Participation in the discussion, practical skills assessment (CAS)
2) analyze professional, social, political and economic literature;		Self-study activities, discussion		Participation in the discussion (CAS)
3) communicate in both professional monologues and dialogues covering social and political, general economic and professional issues, improve business communication skills;		Practical classes, role play		Participation in the role play (CAS)
4) discuss business problems and recommend business solutions within the scope of their professional activities;		Practical classes, Internet search, self-study activities		Participation in the case study (CAS)
5) read and comprehend relevant authentic texts from various business sources and media (periodicals, Internet resources) with their further analyzing, summarizing, discussing and airing their own views on the issue;		Reading assignments in textbooks and periodicals, discussion, self-study activities		Participation in the discussion, practical skills assessment (CAS)
6) write business letters, memos and reports meeting the requirements to them;		Practical classes, self-study activities		Peer assessment, practical skills assessment (CAS)
7) write research papers in English.		Practical classes, self-study activities		Assessment of written research paper (article) (CAS)
Learning outcomes 1-7				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/ business game
- 10% Participation in the case study
- 10% Practical skills assessment
- 10% Business correspondence/ report (written)
- 20% Research paper (article)
- 10% Presentation (oral, multimedia)
- 20% Achievement test (practical skills assessment tests, essay/ report)

Contents**Thematic structure of the course:****Module 1. Competitive environment and corporate relationships**

1. Customer relationships. CRM.
2. Competitive edge and sales.
3. Corporate ethics.
4. Expanding abroad and overseas partnership.

Module 2. Professional communication and academic writing

5. The basics of foreign professional communication and academic research.
6. Working with the sources of professional information.

Literature**Compulsory reading**

1. Brook-Hart, G. (2007). Business Benchmark. Advanced. Student's Book. Cambridge University Press, 186 p.
2. Brook-Hart, G. (2007). Business Benchmark. Advanced. Personal Study Book. Cambridge University Press, 54 p.
3. Mascull, B. (2018) Business Vocabulary in Use: Advanced. Third edition. Cambridge University Press.
4. McCarthy, M., O'Dell, F. (2008). Academic Vocabulary in Use. Cambridge University Press, 178 p.
5. Petrunya, Yu.Ye., Kozhusko, S.P., Miasoid, G.I. (2008). Marketing Management in Modern World Practice: Synergy Project. Professional analysis in a foreign language, 271 p.
6. Wallwork, A. (2011). English for Writing Research Papers. Springer, 349 p.

Recommended reading

1. Bailey, S. (2015). Academic Writing. A Handbook for International Students. Fourth edition. Routledge, 284 p.
2. Dooley, J., Evans, V. (2001). Grammarway 4. Express Publishing, 224 p.
3. Emmerson, P. (2007). Business English Handbook Advanced. Macmillan, 130 p.
4. Loughheed, L. (2003). Business Correspondence: A Guide to Everyday Writing. NY: Pearson Education, Inc. 149 p.
5. MacKenzie, I. (2002). Management and Marketing. NY: Thomson. 157 p.
6. Pilbeam, A. (2001). International Management. Business English. Madrid: Pearson Education Limited, 96 p.
7. Starodubtseva, T.V., Miasoid, G.I. (2009). Present your diploma project in English. Dnipropetrovsk, DUEP Press, 53 p.
8. Virginia, E. (2000). Successful Writing. Proficiency. UK: Express Publishing, 164 p.

ENTREPRENEURSHIP (PECULIARITIES OF RESTAURANT BUSINESS ORGANIZATION)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 weeks, 28 hours in class	3,0 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	90 hours (14 h. lectures, 14 h. seminars/practicals, 62 h. self-study time)
<p>Course aims: The course is focused on knowledge study the basic principles about the peculiarities of the organization of production of restaurant products; rational organization of work at enterprises; technological process of customer service in restaurants</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) Use basic knowledge of restaurant business and skills of critical thinking, analysis and synthesis for professional purposes		Problem lecture, guided self-study activities, case study		Solving problems, case study, test (CAS)
2) Determine organizational and economic forms of activity		Practical classes, self-study activity		Participation in the discussion, oral answers to questions, test (CAS)
3) Use knowledge of the forms of interaction of the subjects of market relations to ensure the activities of restaurants		Information lecture by dialog type Brainstorming method		Participation in brainstorming (CAS)
4) Use knowledge to manage complex actions or projects		Lecture-provocation Situational tasks		Participation in the discussion, solving problems, case study, test (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 30% Presentation, 10% Test (multiple choice, computer) 20% Case study 10% Solving problems</p>				
Contents				
<p>Thematic structure of the course: Restaurant business and its place in the hospitality industry. Historical development of the restaurant industry. Classification of restaurants. Services of restaurants. Features of modern interior and exterior of restaurants.</p>				

Material and technical base of restaurants.
Furniture and equipment of halls in restaurants. Characteristics and range of tableware.
General characteristics of methods and forms of service. Service personnel in restaurants.
Technological process of customer service in restaurants. Catering as a component of the restaurant business

Literature

Compulsory reading

1. Архіпов В.В. Організація обслуговування в закладах ресторанного господарства / В.В. Архіпов, В.А. Русавська. – К: Центр учбової літератури, 2016. – 340 с.
2. Архіпов В.В. Організація ресторанного господарства / В.В. Архіпов. – К, Інкос, 2017. – 280 с.

Recommended reading

1. Малуєк Л.П., Кононенко Т.П. Організація виробництва на підприємствах - Навчальний посібник. - Полтава, ПУСКУ, 2015 - 254 с.
2. Пятницкая Н.А, Пятницкая Л.П. Менеджмент у громадському харчуванні. - Київ: КНТЕУ, 2016 р. - 706 с.
3. ДСТУ 3862-99 «Громадське харчування. Терміни та визначення».
4. ДСТУ 4281:2004 “Заклади ресторанного господарства. Класифікація” (затв. Держспоживстандарт України від 01.07.04).
5. Правила роботи закладів (підприємств) громадського харчування (Наказ № 219 від 24.07.2002 р. Міністерства економіки та з питань європейської інтеграції України).
6. Starting a Restaurant Business Book: How To Start, Finance and Marketing A Opening Restaurant Paperback – October 30, 2012

CREATIVE MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	1/14 weeks, 28 hours in class	3,0 / Elective	Hanna Mytrofanova, Doctor of science, Full Professor	90 hours (14 h. lectures, 14 h. practicals, 62 h. self- study time)
Course aims: The aim of the discipline is to form modern theoretical knowledge and practical skills of the enterprise creative management to learn to creatively solve innovative 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) use the latest methods of development creative development of enterprise strategy;		Lecture, practical classes	Solving problems, essay, test (CAS)	
2) use modern knowledge and tools of enterprise creative apply management;		Internet search, self-study activities	Presentation (CAS)	
3) create and organize efficient operation teams to develop and use organizational knowledge;		Problem lecture, case study in small groups	Participation in the role play (CAS) Essay, test (CAS)	
4) introduce modern forms and methods of personnel motivation to implement knowledge management systems and enterprise creative management.		Practical classes, self-study activity Problem lecture, discussion	Peer small group presentation (CAS) Participation in the discussion, essay (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Participation in the role play 20% Solving problems 10% Essay (written) 10% Test (multiple choice, computer) 20% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: Module 1. The essence of the creative and content management Formation and development of creative management organizations; The resource organization theory, intellectual capital; Theoretical foundations, forms and sources of organizational knowledge; Content and Knowledge Management Process Steps;				

Basic methods of creative management;

Module 2. Introduction of creative management in the enterprise

Organizational structure creative management

Information Support of Creative Management

Intelligent organization

Corporate culture of creative management

Literature

Compulsory reading

1. Окорський В.П. Креативний менеджмент: підручник. / В.П. Окорський, А.М. Валюх. – Рівне: Національний університет водного господарства та природокористування (НУВГП), 2017. – 344 с.
2. Брукинг Э. Интеллектуальный капитал. Ключ к успеху в новом тысячелетии / Э. Брукинг. – СПб.: Питер, 2010. – 360 с.

Recommended reading

1. Вареник С.Т. Дослідження інтелектуального капіталу / С.Т. Вареник. – К.: Думка, 2015. – 418 с.
2. Глухов В.В. Экономика знаний / В.В. Глухов. – СПб.: Питер, 2008. – 456 с.
3. Друкер П. Задачи менеджера в XXI веке / П. Друкер. – М.: Вильямс, 2006. – 272с.
4. Климов С. Г. Интеллектуальные ресурсы организации / С.Г. Климов. - СПб.: ИВЭС, Знание, 2009, - 416 с.
5. Min Tang M., Werner C. (2017). Handbook of the Management of Creativity and Innovation: Theory and Practice / World Scientific Publishing, 399 p.
6. Svydruk I.I., Yu.I. Ossik, Prokopenko O.V. (2017). Creative management: theoretical foundations Monograph. Chorzów : Drukarnia Cyfrowa, 144 p.

ENTREPRENEURSHIP (OWN BUSINESS)				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 44 hours in class	4,5 / Elective	Halyna Ryzhkova, PhD. (Candidate of Science), Associate Professor	135 hours (22 h. lectures, 22 h. seminars/practicals, 91 h. self-study time)
Course aims: Provide general theoretical and practical training of students in organizing their own business, entrepreneurial activity, acquaintance and understanding that it is an independent, proactive, systematic economic activity at their own risk, carried out by economic entities (entrepreneurs) to achieve economic and social results and profits.				
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) Ability to develop and implement a strategy for the development of business, trade and exchange structures;		Lecture, practical classes, brainstorming, self-study work		Participation in the discussion, case study, test (CAS)
2) Ability to identify and solve problems of enterprise development;		Problem lecture, practical classes, case study, self-study work		Participation in the discussion, solving problems, presentation (CAS)
3) Ability to develop and implement a strategy for the development of business, trade and exchange structures;		Lecture, practical classes, brainstorming, self-study work		Participation in the discussion, essay, presentation (CAS)
4) ability to conduct research using theoretical and applied achievements in the field of entrepreneurship, trade and exchange activities;		Lecture, practical classes, internet search, self-study work		Participation in the discussion, case study, test (CAS)
5) Ability to effectively manage the activities of economic entities in the field of entrepreneurship, trade and exchange activities;		Lecture, practical classes, workshop, case study		Participation in the discussion, essay (CAS)
6) Ability to further study with a high level of autonomy.		Lecture, practical classes, self-study activities		Participation in the discussion, test (CAS)
Learning outcomes 1-3				Mid-term control (CAS)
Assessment Final grade (final assessment) as a result of 100% continuous assessment:				

20% Participation in the discussion

20% Case study

10% Solving problems

10% Test

20% Presentation (oral, multimedia)

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

Contents

Thematic structure of the course:

The content of entrepreneurial activity

Types and forms of entrepreneurial activity

External and internal business environment

State regulation of entrepreneurial activity

The mechanism of creating your own business

Planning and design of business activities

Strategic business management

Marketing activities of business units

Assessment of business risks

Analysis of economic and financial activities of business units

Ethics and culture in business

Literature

Compulsory reading

1. Рижкова Г.А. Підприємництво(Власна справа): Конспект лекцій / Г.А. Рижкова – Дніпро: Видавництво Університет Альфреда Нобеля, 2020. – 57 с.

2. Ромат Є.В. Основи реклами: Навч. посіб. / Є.В. Ромат. – Харків: Студцентр, 2016. – 288 с.

Recommended reading

1. Варналій З.С. Основи підприємництва: навч. посіб. / З.С. Варналій. – 3-тє вид., випр. і доп. – К.: Знання-Прес, 2016. – 285 с.

2. Виноградська А.М. Основи підприємництва: навч. посіб. / А.М. Виноградська. – 2-ге вид., перероб. і доп. – К.: Кондор, 2018. – 544 с.

3. Воронкова В.Г. Основи підприємництва: теорія і практикум: навч. посіб. / В.Г. Воронкова, А.Г. Беліченко, В.О. Желябін, М.А. Ажажа. – Львів: Магнолія 2019. – 454 с.

4.Збарський В.К. Основи підприємництва та бізнесу: Підручник/ В.К. Збарський, О.І. Стешук / За ред. доцента В.К. Збарського. – Вінниця: НОВА КНИГА, 2004. – 464 с.

5. Глушевський В.В. Методологічні основи концепції управління ризиками підприємницької діяльності / В.В. Глушевський // Фінанси України. – 2009. – № 10. – С. 116–124.

6. Kotler Ph., Keller K.L. Marketing Management (2012). 14 th ed. Pierson. – 812 p.

7. Злубко С.М. Підприємництво: Основи, особливості, механізми / С.М. Злубко, О.В. Стефанишин, Л.А. Швайка. – Львів. – 2015. – 369 с.

8. Мочерний С.В. Основи підприємницької діяльності: Навчальний посібник. / С.В. Мочерний, О.А. Устинко, С.І. Чоботар. – К.: Видавничий центр «Академія», 2005. – 280 с.

9. Hopkin P. (2017). Fundamentals of Risk Management: Understanding, evaluating and implementing effective risk management. 4th ed. Kogan Page Limited. 488 p.

QUALITY CONTROL OF CONSUMER GOODS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 44 hours in class	4,5 / Elective	Valentyna Pavlova, Doctor of Science, Full Professor	135 hours (22 h. lectures, 22 h. seminars/practical, 91 h. self-study time)
Course aims: The course is geared towards helping students gain skills on using existing effective methods of quality control of consumer goods and practical skills for quality control using special devices.				
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) conduct quality control of various consumer products using special devices;		Lecture, discussion, practical classes, self-study activities	Participation in the discussion, test, essay (CAS)	
2) develop and implement an algorithm chosen for application of the method;		Lecture, discussion, practical classes, self-study activities	Participation in the discussion, solving problems (CAS)	
3) analyses results to control allocation diagnostic information monitoring and correction algorithm;		Practical classes, case study, self-study activities	Practical skills assessment, case study, test (CAS)	
4) use special application software to solve practical problems;		Problem lecture, discussion, practical classes	Solving problems using appropriate software (CAS)	
5) choose the best solutions to create products based on quality, reliability and cost, as well as deadlines, life safety and cleaner production.		Problem lecture, case study in small groups	Participation in the discussion, test, presentation (CAS)	
Assessment Final grade (final assessment) as a result of 100% continuous assessment: 20% Participation in the discussion 20% Practical skills assessment 10% Solving problems 10% Case study 20% Essay (written) 10% Test (multiple choice, computer) 10% Presentation (oral, multimedia)				
Contents				
Thematic structure of the course: General concepts of quality control of consumer products Quality of industrial consumer goods Electrical methods of quality control of consumer products				

Magnetic methods of product testing
Acoustic methods of quality control
Radiation methods of quality control of materials and products
Optical methods of control
Thermal methods of control
Electromagnetic method of quality control of consumer products

Literature

Compulsory reading

1. Чигарьов В.В. Контроль якості: підручник / В.В. Чигарьов, П.А. Гавриш, Н.О. Макаренко. – Маріуполь: ДВНЗ «ПДТУ», 2017. – 320 с.
2. Хасхачих А.Д. Неруйнівний контроль якості еластомірних матеріалів і виробів. Дніпро: Пороги, 2017. – 270 с.
3. Посудін Ю.І. Методи неруйнівної оцінки якості та безпеки сільськогосподарських і харчових продуктів: навчальний посібник / Ю.І.Посудін. –К.: Арістей, 2005. – 408 с.

Recommended reading

1. Неразрушающий контроль и диагностика: справочник / В.В. Клюев, Ф.Р. Соснин, А. В. Ковалев и др.; под ред. В. В. Клюева. – М.: Машиностроение, 2013. – 656 с.
2. Азгальдов Г.Г. Теория и практика оценки качества товаров / Г.Г.Азгальдов. – М.: Экономика, 2002. –256 с
3. Білокур І.П. Основи сертифікації персоналу з неруйнівного контролю: навч. посібник / І.П. Білокур. – К.: НАУ, 2015. – 356с.
4. Analysis of inner fracture surfaces in CFRP based on μ -CT image / R. Stoessel, O. Wirjadi, M. Godehardt et al. // Conference on Industrial Computed Tomography (ICT). – 19–21 Sept., 2012, Austria.
5. Kapadia A. Non Destructive Testing of Composite Materials. Best Practice Guide TWI Ltd National Composites Network

IDENTIFICATION AND FALSIFICATION OF GOODS				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 33 hours in class	3,5 / Elective	Olena Serhieieva, Ph.D. (Candidate of Science), Associate Professor	105 hours (11 h. lectures, 22 h. seminars/practicals, 72 h. self-study time)
<p>Course aims: The course is focused on knowledge study the basic principles of on coding, identification and detection of product counterfeiting, knowledge of the features of "counterfeit goods", "substitute goods" (surrogates, imitators) and defective 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) distinguish types and methods of falsification and use methods to determine it;		Problem lecture, guided self-study activities, case study		Solving problems, case study, test (CAS)
2) do with regulations;		Practical classes, self-study activity, laboratory work		Practical skills assessment, solving problems, exercise, test (CAS)
3) to assess the quality of goods by organoleptic, physicochemical properties;		Problem lecture, practical classes, solving problems, case study		Solving problems, case study, test (CAS)
4) draw conclusions about the condition of products.		Case study in small groups discussion, presentation		Participation in the discussion, solving problems, case study, test (CAS)
<p>Assessment Final grade (final assessment) as a result of 100% continuous assessment: 30% Participation in the discussion 30% Presentation, 10% Test (multiple choice, computer) 20% Case study 10% Solving problems</p>				
Contents				
<p>Thematic structure of the course: Construction and interaction of a product database Product identification Product classification and certification. Trademarks: origin, development, development and use, legal framework Labeling as a means of product information Information signs Counterfeiting of goods and methods of combating it.</p>				

Measures to detect food adulteration.

Measures to detect counterfeiting of non-food products

Methods for detecting food adulteration

Literature

Compulsory reading

1. Павлова В.А. Ідентифікація та фальсифікація продовольчих товарів. Класифікація і кодування / В.А. Павлова, Л.Д. Титаренко, В.Д. Малигіна.– Дніпро, УАН, 2018 р. – 394 с.
2. Полікарпов І.С. Ідентифікація товарів. / І.С. Полікарпов, А.П. Закусілов – Київ, 2017 р. – 356 с.

Recommended reading

1. Павлова В.А. Класифікація і кодування. / В.А. Павлова, Л.Д. Титаренко – Дніпро, УАН, 2017 р. – 378 с.
2. Постанова Кабінету Міністрів України “Про впровадження штрихового кодування товарів”.
3. ДСТУ 3144 – 95 Коды и кодирование информации. Штриховое кодирование. Термины и определения.
4. ДСТУ 3145 – 95 Коды и кодирование информации. Штриховое кодирование. Общие требования.
5. Fake Stuff: China and the Rise of Counterfeit Goods, Yi-Chieh Jessica Lin. Routledge, 2016.

COMMODITY ANALYSIS AND CREATIVE SALES MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	2/11 weeks, 33 hours in class	3,5 / Elective	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	105 hours (22 h. lectures, 11 h. practicals, 72 h. self-study time)
Course aims: The course is focused on forming innovative thinking, mastery of the tools of creative innovative approach to solving problems, gaining knowledge and skills in the development of creative environment and creative creation of the students				
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) identify the classification, range and characteristics of products and equipment, their application; Conditions of packaging, labeling, storage and transportation of products;		Problem lecture, discussion, role play, case study		Participation in the discussion, role play, case study, test (CAS)
2) describe modern research and production terminology;		Lecture, practicals, self-study activity, case study		Presentation assessment, case study, test (CAS)
3) describe the main characteristics, achievements and prospects of scientific and technological progress in the production and use of material resources;		Interactive lecture, practicals, guided self-study activities		Presentation, solving problems (CAS)
4) the consumer describes the characteristics, the choice of alternative use products, the organization of supply, transportation, storage and sales management;		Problem lecture, practicals, guided self-study activities		Peer small group presentation, case study, test (CAS)
5) description of natural resources and raw materials problems of their rational use.		Lecture, discussion, case study in small group		Practical skills assessment, case study, test (CAS)
Learning outcomes 1-3				Mid-term control (CAS)
Assessment				
Final grade (final assessment) as a result of 100% continuous assessment:				
20% Participation in the discussion				
10% Solving problems				
10% Test (multiple choice, computer)				
10% Role play				
10% Peer small group presentation				
20% Case study				
10% Presentation assessment (individual presentation assessment)				
10% Mid-term control (computer multiple choice tests, mini case)				
Contents				

Thematic structure of the course:

Cereals and grains

Oil and aromatic plants

Meat and poultry

Raw materials for textile industry and textile materials for industrial use

Leather and fur raw materials

Wood and paper materials, energy resources

Plastics

Industrial raw materials based on metal ores and construction raw materials

Means of production

Literature**Compulsory reading**

1. Макаренко, О. Г. Креативный менеджмент: учебное пособие / О.Г. Макаренко, В.Н. Лазарев. – Ульяновск : УлГТУ, 2017. – 154 с.
2. Bilton, C. (2017) Management and Creativity: From Creative Industries to Creative Management. Oxford: Blackwell
3. Гузева Е. М. Развитие креативности персонала в предпринимательских структурах на основе внутриорганизационного поведения / Е. М. Гузева // Креативная экономика. – 2019. – № 10(34). – С. 27-32.

Recommended reading

1. Зрезарцев М.П. Товарознавство сировини та матеріалів.: Навч. пос. – К.: Центр учбової літератури, 2018. – 404 с.
2. Беднарчук М.С., Полікарпов І.С. Товарознавство сировини, матеріалів та засобів виробництва. Навчальний посібник. – К.: Центр навчальної літератури, 2018. – 560 с.
3. Макаренко О. Г. Креативный менеджмент / О.Г. Макаренко, В.Н. Лазарев. – Ульяновск: УлГТУ, 2018. – 154 с.
4. Creativity syndrome: integration, application and innovation / Psychological Bulletin. – 2017. – № 103. – P. 27-43.

METHODS OF SALES PROMOTION				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/5 weeks, 30 hours in class	3,0 / Elective	Viktoriiia Orlova, Ph.D. (Candidate of Science), Associate Professor	90 hours (15 h. lectures, 15 h. seminars/practical, 60 h. self-study time)
Course aims: The course is geared towards helping students study a modern system of views in the field of sales, as well as practical skills in methods of activating sales in the process of interaction between sales participants.				
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) know the indicators of sales efficiency and determine the factors of sales activation;		Lecture, practical classes, discussion, self-study activities		Participation in the discussion, oral answers, test (CAS) Solving problems, essay (CAS)
2) use technology and tools for active sales;		Problem lecture, discussion, solving problems, self-study activities		
3) identify the features of telephone sales;		Lecture, practical classes, case study in small groups		Practical skills assessment, test (CAS) Participation in the discussion, case study, presentation (CAS)
4) use the service concept in professional sales, evaluate sales technology by various parameters and improve the sales process for management decisions;		Lecture, discussion, Brainstorming, self-study activities		
5) identify the features and complexities of the position of sales specialist, his functions and tasks.		Lecture, practical classes, self-study activities		Practical skills assessment, test (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% Presentation (oral, multimedia) 20% Test (multiple choice, computer) 10% Essay (written)				
Contents				
Thematic structure of the course: Performance indicators of the sales process Sales funnel				

Methods of sales promotion
 Features of telephone sales
 Image and its role in sales
 Service concept in professional sales
 Characteristics of the position of sales specialist
 Personnel management of the sales department

Literature

Compulsory reading

1. Кондратюк І.В. Професійні продажі: Навчальний посібник / І.В. Кондратюк, М.Я. Малініна. – Івано-Франківськ: «Лілея-НВ», 2019. – 192 с.
2. Рекхем Н. СПИИ-продажи / Н. Рекхем. – М.: Манн, Иванов и Фербер, 2019. – 336 с.
3. Гребенюк М. Отдел продаж по захвату рынка / М. Гребенюк. – М.: Эксмо, 2018. – 197 с.
4. Шиффман С. Техники холодных звонков: То, что реально работает / С. Шиффман. – М.: Альпина Паблицер, 2017. – 130 с.

Recommended reading

1. Батырев М. 45 татуировок продавца. Правила для тех, кто продает и управляет продажами / М. Батырев. – М.: Манн, Иванов и Фербер, 2019. – 336 с.
2. Рысев Н.Ю. Активные продажи / Н.Ю. Рысев.– СПб.: Питер, 2002. – 192 с.
3. Коноплев, С.П. Менеджмент продаж: учебное пособие для вузов / С.П. Коноплев, В.С. Коноплева. – Москва : ИНФРА-М, 2012. – 348 с.
4. Завадский М.А. Мастерство продажи / М.А. Завадский. – Санкт-Петербург: Питер, 2010. – 236 с.
5. Ingram Thomas N., LaForge Raymond W., Avila Ramon A., Schwepker Jr. Charles H., Williams Michael R. (2019). Sales Management: Analysis and Decision Making, Routledge, 10th Edition, 2019, 382 p.
6. Johnston Mark W., Marshall Greg W. (2016). Sales Force Management: Leadership, Innovation, Technology, Routledge, 12th Edition, 494 p.

FINANCIAL MANAGEMENT				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Course Coordinator	Student workload
Ukrainian	3/5 weeks, 30 hours in class	3,0 / Elective	Tetyana Bolgar, Doctor of Science, Full Professor	90 hours (15 h. lectures, 15 h. seminars/practical, 60 h. self-study time)
Course aims: This course will introduce the fundamental basic knowledge of the financial decision-making process and the analysis of value creation, current discussions on corporate governance, ethical dilemmas, globalization of finance, strategic alliances and provide a more global perspective of financial management.				
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) design the financial management system in terms of the three major decision areas that confront the financial manager;		Lecture, seminars, practical classes, practical classes, self-study activity		Test (computer), exercise, case study (CAS)
2) generate the goal of the firm and summarize why shareholders' wealth maximization is preferred over other goals;		Self-study activity, solving problems, discussion		Participation in the discussion, explanation solving problems (CAS)
3) calculate, implement and evaluate both the future and present value of: an amount invested today;		Work in pairs to solve problems, workshop, solving problems		Student reports assessment, case study, solving problems, (CAS)
4) define and explain the capital-asset pricing model (CAPM), beta, and the characteristic line;		Discussion, case study in small groups, solving problems		Peer small group presentation, case study, explanation solving problems (CAS)
5) define, calculate, and categorize the major financial ratios and generate what they can tell us about the firm;		Self-study activity, solving problems, case study		Exercise, test (computer), case study presentation (CAS)
6) apply and critically evaluate finance and investment theory with particular reference to the operation of financial markets;		Work in pairs to solve problems, presentation, self-study activity, solving problems		Participation in the discussion, individual presentation assessment (CAS)
7) apply and critically evaluate theories of financial statements and related analysis;		Workshop, self-study activity, solving problems		Exercise, test (computer), report, explanation solving problems (CAS)

8) identify, define and analyze problems and identify and create process to solve them;	Self-study activity, solving problems	Student reports assessment, essay, exercises (CAS)
9) demonstrate advanced numeracy and quantitative skills;	Work in pairs to solve problems, workshop	Peer small group presentation, exercise, case study (CAS)
10) engage and work effectively in groups.	Discussion, case study in small groups	Participation in the discussion, student reports assessment (CAS)
Learning outcomes 1-5.	Self-study activity, solving problems	Mid-term control (CAS)
<p>Assessment</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>10% Participation in the discussion</p> <p>20% Exercise</p> <p>10% Student reports assessment</p> <p>10% Solving problems</p> <p>10% Peer small group presentation (oral, multimedia)</p> <p>10% Test (multiple choice, computer)</p> <p>10% Essay (written)</p> <p>20% Mid-term control (computer multiple choice tests, mini case)</p>		
Contents		
<p>Thematic structure of the course:</p> <p>Introduction to financial management</p> <p>Financial statement analysis</p> <p>Sources of financing</p> <p>Capital structure</p> <p>Cost of capital</p> <p>Leverage</p> <p>Dividend decision</p> <p>Capital budgeting</p> <p>Working capital management</p> <p>Special financing</p>		
Literature		
Compulsory reading		
<p>1. Фінансовий менеджмент: підручник / Д. І. Дема, Л. М. Дорохова, О. М. Віленчук [та ін.]. – Житомир: ЖНАЕУ, 2018. – 320 с.</p> <p>2. Васьківська К.В. Фінансовий менеджмент: навч. посіб. / К.В. Васьківська, О.А. Сич. – Львів : «ГАЛИЧ-ПРЕС», 2017. – 236 с..</p> <p>4. Фінансовий менеджмент: елект. навч. посібник / І.А.Бігдан, Л.І. Лачкова, В.М. Лачкова, О.В. Жилякова – Х.: ХДУХТ, 2017. - 197 с.</p>		
Recommended reading		
<p>1. Офіційний сайт Агенції з розвитку підприємництва – [Електронний ресурс] – Режим доступу: www.ade.kiev.ua</p> <p>2. Офіційний сайт економічної бібліотеки – [Електронний ресурс] – Режим доступу: www.economics.com.ua.</p>		

3. Офіційний сайт Державного комітету статистики – [Електронний ресурс] – Режим доступу: www.stat.gov.ua
4. Офіційний сайт з управління фінансами – [Електронний ресурс] – Режим доступу: www.management.com.ua
5. Sharon Kioko, Justin Marlowe (2018). *Financial Strategy for Public Managers*, 229 p.
6. Eugene F. Brigham, Joel F. Houston. *Fundamentals of Financial Management, Concise Eighth Edition*, 2015, 692 p.

INTERNSHIP				
Language of teaching	Semester / Duration	ECTS credits / Type of course (mandatory, elective)	Coordinator	Student workload
Ukrainian	2, 3 / 8 weeks, 6 hours in class	12 / Mandatory	Oksana Kuzmenko, Ph.D. (Candidate of Science), Associate Professor	360 hours (6 h. practicals, 300 hours work at the enterprise, 54 h. self-study time)
Internship aims: Internship is aimed at developing the professional competence of students in making independent decisions at a particular enterprise, developing practical trade skills, collecting materials for master's work, reducing the time for adaptation of graduates in their professional positions				
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) explore the status, trends and directions of development of production of goods in the country and abroad;		Work at the enterprise, self-study activity, internet search		Internship report, presentation, comment of a company (CAS)
2) analyze and evaluate the range available on the market, the competitiveness of producers and sources of supply;		Practicals, discussion, self-study activity, work at the enterprise		Internship report, presentation (CAS)
3) determine the range of raw materials, basic and auxiliary materials used in the manufacture of goods;		Work at the enterprise, self-study activity		Internship report, presentation, comment of a company (CAS)
4) apply knowledge of production technology of certain products, introduction of new technologies, know-how;		Work at the enterprise, self-study activity		Internship report, presentation (CAS)
5) apply knowledge in a comprehensive quality assessment of individual product groups of the company, identification of the goods;		Self-study activity, work at the enterprise		Internship report, presentation, comment of a company (CAS)
6) determine the optimal structure for a particular range of enterprise;		Self-study activity, writing a report, work at the enterprise		Internship report, comment of a company (CAS)
7) apply knowledge of factors justify the formation needs of consumers and their behavior in certain market segments;		Work at the enterprise, self-study activity preparing presentation		Internship report, presentation (CAS)
8) explore the process of enterprise resource management, and inventory and product development software for assortment concept;		Self-study activity, work at the enterprise, writing a report		Internship report, comment of a company (CAS)

<p>9) collect the necessary information for market research;</p> <p>10) conduct and make out an examination of goods;</p> <p>11) studying the demand for goods and conduct its forecasting;</p> <p>12) explore the basic economic indicators of the company and provide its economic performance;</p> <p>13) evaluate the effectiveness of marketing decisions;</p> <p>14) logistics commodity promotion conduct research;</p> <p>15) examine the effectiveness of advertising and promotional activities.</p> <p>2 semester Learning outcomes 1-3, 4, 8, 10-11</p> <p>3 semester Learning outcomes 1, 3, 5, 6-9, 11, 12-15</p>	<p>Work at the enterprise, writing a report</p> <p>Work at the enterprise, compilation of an act</p> <p>Work at the enterprise, self-study activity</p> <p>Work at the enterprise, self-study activity</p> <p>Self-study activity, writing a report, work at the enterprise</p> <p>Self-study activity, writing a report, work at the enterprise</p> <p>Work at the enterprise, self-study activity</p> <p>Discussion, writing a report, preparing presentation</p>	<p>Comment of a company (CAS)</p> <p>Internship report comment of a company (CAS)</p> <p>Internship report, presentation (CAS)</p> <p>Internship report, presentation (CAS)</p> <p>Internship report, presentation (CAS)</p> <p>Internship report, presentation, comment of a company (CAS)</p> <p>Internship report, presentation (CAS)</p> <p>Final assessment (FAS)</p> <p>Final assessment (FAS)</p>
<p>Assessment</p> <p>The results of each internship are evaluated separately by the final grade</p> <p>2 semester</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Comment of a company</p> <p>60% Report</p> <p>20% Presentation</p> <p>3 semester</p> <p>Final grade (final assessment) as a result of 100% continuous assessment:</p> <p>20% Comment of a company</p> <p>60% Report</p> <p>20% Presentation</p>		
<p>Contents</p>		
<p>2 semester</p> <ol style="list-style-type: none"> 1. Developing the data bank of product quality assessment. Identification of products 2. Analysis of market trends 3. Planning and organizational and technical solutions for fire safety in the industry. 4. Quality of industrial consumer goods 5. Commodity analysis 6. Internship report presentation <p>3 semester</p> <ol style="list-style-type: none"> 1. Inventory management in the logistics system 2. Organization exchange trading 		

3. Optimization of purchasing decisions
4. The procedure of concluding international commercial contracts
5. Internship report presentation

Literature

Compulsory reading

1. Саркісян Л.Г. Технологія торговельних процесів: Навчальний посібник / Л.Г. Саркісян, О.Б. Казакова. – К.: ЦУЛ, 2017. – 296 с.
2. Виноградська А.М. Комерційне підприємництво: сучасний стан, стратегії розвитку: Монографія / А.М. Виноградська. – К.: ЦНЛ, 2017. – 807 с.
3. Герасимчук З.В. Організація та технологія торгівлі: Навчальний посібник / З.В. Герасимчук, Л.Л. Ковальська, І.М. Вахович. – Луцьк, 2018. – 324 с.
4. Гончар Л.А. Організація торгівлі: Конспект лекцій / Л.А. Гончар. – Дніпропетровськ: ДУЕП, 2017. – 120 с.
5. Теплов В.И. Коммерческое товароведение: Учебник / В.И. Теплов, М.В. Сероштан, В.Е. Боряев, В.А. Панасенко. – М.: Издательский Дом „Дашков и К⁰”, 2017. – 620 с.

Recommended reading

1. Ліпич Л.Г. Комерційна діяльність: Навчальний посібник / Л.Г. Ліпич, О.В. Коцкій. – Луцьк: ЛДТУ, 2017. – 288 с.
2. Панкратов Ф.Г. Коммерческая деятельность: Учебник для вузов / Ф.Г. Панкратов, Т.К. Серегина. – М.: ИВЦ „Маркетинг”, 2017. – 580 с.
3. Половцева Ф.П. Коммерческая деятельность: Учебник / Ф.П. Половцева. – М.: ИНФРА-М, 2017. – 248 с.
4. Сысоева С.В. Стандарт работы розничного магазина. Разработка инструкций, регламентов и обучение торгового персонала. – СПб.: Питер, 2017. – 288 с.
5. Kovacz, G. and Tatham, P. (2010), “What is Special about a Humanitarian Logistician? A Survey of Logistics Skills and Performance”, Supply Chain forum an International Journal, Vol. 11 No.3, pp. 32-41.
6. Mentzer, J.T. and Konrad, B.P., “An Efficiency/Effectiveness Approach to Logistics Performance Analysis”, Journal of Business Logistics, Vol. 12 No. 1, pp.33-61.

Structure of the Study Programme Entrepreneurship, Trade and Exchange Activities (Master's degree)

Semesters

1	2	3
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Teaching Units (Courses), ECTS* Mandatory 34 ECTS
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Courses of Professional Training	27	7	
TOTAL	27	7	-

Teaching Units (Courses) Elective** 23 ECTS
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Courses of General training	-	6	3
Professional courses and practical training	3	8	3
TOTAL	3	14	6

Internship 12 ECTS	-	Internship 9	Internship 3
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Master's Thesis 21 ECTS	-	Master's Thesis 21	
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TOTAL	Mandatory	Elective	Internship	Master's Thesis
	34	23	12	21

*One ECTS credit = 30 academic hours.

**There are no restrictions of choice for students within each elective block. The only requirement for the student is to obtain the determined number of credits for each elective bloc