

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF
UKRAINE**

Department of Global Economy
Department of Statistics and Economic Analysis

APPROVED
Economic Faculty
“18” June 2026

**CURRICULUM OF ACADEMIC DISCIPLINE
MARKET ANALYSIS**

Area of knowledge 05 Social and behavioral science

Specialty 051 «Economic»

Academic programme «International Economics»

Economic faculty

Developed by: **Kvasha S.M.**, Professor of the Department of Global Economy, Doctor
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Description of the discipline. Market analysis includes a set of actions aimed at studying all factors, conditions and situations that affect the state and development of the market, changes in its volume, structure, and scale. Conducting a market analysis is necessary to obtain objective information about the real situation on the market, to identify and assess the influence of the main factors. During the analysis, the volumes, structure, demand, supply for a certain time are revealed and the main trends of the market development are determined.

Objective of the course is to provide students with knowledge of the market economy, an understanding of the principles of the formation of markets for certain types of products, the ability to investigate their functioning, as well as to consider the methods of their regulation.

Area of knowledge, specialty, academic programme, academic degree		
Academic degree	<i>bachelor's</i>	
Specialty	<i>051 «Economic»</i>	
Academic programme	<i>International Economics</i>	
Characteristics of the discipline		
Type	Compulsory	
Total number of hours	150	
Number of ECTS credits	5	
Number of modules	2	
Course project (work) (if any)	Applicable	
Form of assessment	<i>Exam</i>	
Indicators of the discipline for full-time and part-time forms of university study		
	University study	
	Full-time	Part-time
Year of study	4	
Term	7	
Lectures	<i>30 hours</i>	<i>hours</i>
Practical classes and seminars	<i>30 hours</i>	<i>hours</i>
Laboratory classes	<i>- hours</i>	<i>hours</i>
Self-study	<i>90 hours</i>	<i>hours</i>
Number of hours per week for full-time students	<i>4 hours</i>	

1. Aim, competences and expected learning outcomes of the discipline

The aim of studying the discipline "Markets Analysis" is to acquire theoretical knowledge and develop practical analytical skills for market analysis, particularly in agri-food markets. The course focuses on market classification based on supply and demand conditions, as well as on the study of tools and mechanisms for influencing market equilibrium.

List of academic disciplines that precede the study of "Market Analysis" are following:

- Political Economy;
- Economics;
- Mathematics for Economists;
- Economic and Mathematical Methods and Models;

- Econometrics;
- Statistics;
- International Economics;
- Economics of Enterprise;
- International Trade and Logistics;
- International Agribusiness.

Competences acquired:

Integral competence (IC): the ability to solve complex specialized tasks and practical problems in the economic sphere, which are characterized by the complexity and uncertainty of conditions, which involves the application of theories and methods of economic science.

General competence (GC):

GC 7. Information and communication skills technologies.

GC 8. Ability to search, process and analyze information from various sources.

Special (professional) competence (SC):

SC 5. Understanding the features of the modern world and national economy, their institutional structure, substantiation of the directions of the state's social, economic and foreign economic policy.

SC 6. Ability to apply economic and mathematical methods and models to solve economic problems.

SC 13. The ability to conduct economic analysis of the functioning and development of business entities, and assess their competitiveness.

Expected learning outcomes (ELO):

ELO 4. Understand the principles of economic science, the peculiarities of the functioning of economic systems.

ELO 9. To understand the main features of the modern world and national economy, institutional structure, directions of social, economic and foreign economic policy of the state.

ELO 10. Analyze the functioning and development of business entities, determine functional areas, and calculate appropriate indicators that characterize the effectiveness of their activities.

ELO 13. Identify sources and understand the methodology of defining and obtaining socio-economic data, collect and analyze the necessary information, and calculate economic and social indicators.

2. Programme and structure of the discipline

Names of content modules and topics	Number of hours													
	full-time							part-time						
	weeks	total	including					total	including					
			l	p	lab	ind	s.st.		l	p	lab	ind	s.st.	
Module 1. Principals and approaches to markets analysis														
Topic 1. Theoretical principles of market analysis	1	9	2	2			5							
Topic 2. Macro environment and micro environment in market research	2	12	2	2			8							
Topic 3. Informational aspects of market research	3	12	2	2			8							
Topic 4. Research of the capacity of the market and its segments	4	12	2	2			8							
Topic 5. Market study of conjuncture	5	12	2	2			8							
Topic 6. Research of the competitive environment and competitors	6	12	2	2			8							
Total for module 1		69	12	12			45							
Module 2. Markets evaluation and their forecast														
Topic 7. Market research process	7-8	23	4	4			15							
Topic 8. Study of dynamics and stability of market development	9-11	22	4	4			10							
Topic 9. Structure and analysis of agricultural markets of resources, goods and services	12-13	18	4	4			8							
Topic 10. Place of marketing in market research	14	18	4	4			8							
Topic 11. International trade integration and agricultural market development in Ukraine	15	8	2	2			4							
Total for module 2		81	18	18			45							
Total hours		150	30	30			90							
Course project		applicable												

3. Topics of lectures

№	Topic title	Hours
1	Theoretical principles of market analysis	2
2	Macro environment and micro environment in market research	2
3	Informational aspects of market research	2
4	Research of the capacity of the market and its segments	2
5	Market study of conjuncture	2
6	Research of the competitive environment and competitors	2

7	Market research process	4
8	Study of dynamics and stability of market development	4
9	Structure and analysis of agricultural markets of resources, goods and services	4
10	Place of marketing in market research	4
11	International trade integration and agricultural market development in Ukraine	2

4. Topics of practical classes

№	Topic title	Hours
1	Practical work 1. Methodological principles of market analysis	2
2	Practical class 2. Macro environment and micro environment in market research.	2
3	Practical work 3. General market analysis	2
4	Practical work 4. Market structure and segmentation research	2
5	Practical work 5. Analysis of market conjuncture	2
6	Practical work 6. Analysis of the competitive environment and competitors	2
7	Self study 1. Conduct a survey on researched agricultural market	2
8	Self study 2. Export possibilities for business	2
9	Practical work 7. Research of agricultural market according to D. Aaker methodology	2
10	Practical work 8. Study of interrelationships and interdependencies in a certain market of agricultural products using regression analysis	2
11	Practical work 9. Application of time series methods for forecasting in a certain market of agricultural products	2
12	Practical work 10. Market reasearch types	2
13	Practical work 11. Research and analysis of a separate agricultural market in the conditions of Ukraine's membership in the WTO and cooperation within the framework of the DCFTA	2
14	Self study 3. Accession of Ukraine to the EU: perspectives and challenges	2
15	Self study 4. Presentation of the studied and analyzed agricultural market of certain product	2

5. Topics of self-study

№	Topic title	Hours
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1.	Methodological principles of market analysis.	5
2.	Macro environment and micro environment in market research.	8
3.	Informational aspects of market research	8
4.	Research of the capacity of the market and its segments.	8
5.	Market study of conjuncture. Characteristics of economic indicators. Forecasting the market situation.	8
6.	Research of the competitive environment and competitors. Analysis of competitive strategies.	8
7.	Market research process.	15
8.	Study of dynamics and stability of market development.	10
9.	Structure and analysis of agricultural markets of resources, goods and services.	8
10.	Place of marketing in market research.	8
11.	Analysis of the impact on the markets of agricultural products of Ukraine's membership in the WTO and cooperation within the framework of the Deep comprehensive free trade area with the EU.	4

6. Methods of assessing expected learning outcomes:

- oral or written survey;
- interview;
- test;
- defending practical works, projects;
- peer-to-peer assessment, self-assessment.

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7. Teaching methods:

- problem-based method;
- practice oriented studying method;
- case method;
- project education method;
- flipped classroom, mixed education method;
- research based method;
- learning discussions and debates method;
- team work, brainstorm method.

8. Results assessment.

The student's knowledge is assessed by means of a 100-point scale converted into the national grades according to the "Exam and Credit Regulations at NULES of Ukraine" in force.

8.1. Distribution of points by types of educational activities

Educational activity	Results	Assessment
1	2	3

Module 1. Principals and approaches to markets analysis		
Practical work 1. Methodological principles of market analysis	ELO 4, 9, 10, 13. Assimilation by students of theoretical provisions and mastery of practical skills regarding the methodology of research and market analysis Application SWOT Analysis to examine internal and external factors, such as strengths, weaknesses, opportunities and threats for certain researched market. Ability to analyze the macro environment, use the PEST Analysis for certain researched market. Ability to analyze the main indicators of the studied market, i.e. evaluation of the raw material base and production technology; calculate the general indicators of the market; research the directions and level of state regulation of the selected market, its main mechanisms. Ability to analyze the structure of the researched market and carry out its market segmentation. Analyze the situation of the studied market, i.e. (1) to analyze the main operators of the studied market: - include a list of the main market operators and their description; - market share of the main market operators; - degree of competition and risks in this market; (2) to estimate the sales volume in the studied market, in particular: - sales volumes by operators/competitors; - sales volumes of operators by types of products; - volumes of product consumption by operators. Ability to analyze the competitive environment and competitors of the studied market. To conduct a survey through questionnaire about main characteristics of the researched agrarian market in the frame of EU integration. To get knowleges on export possibilities for business.	5
Practical class 2. Macro environment and micro environment in market research.		10
Practical work 3. General market analysis		10
Practical work 4. Market structure and segmentation research		10
Practical work 5. Analysis of market conjuncture		10
Practical work 6. Analysis of the competitive environment and competitors		10
Self study 1. Conduct a survey on researched agricultural market		5
Self study 2. Export possibilities for business	10	
Module test 1.		30
Total for module 1		100
Module 2. Markets evaluation and their forecast		
Practical work 7. Research of agricultural market according to D. Aaker methodology	ELO 4, 9, 10, 13. Students' assimilation of theoretical provisions and mastering of practical skills regarding the analysis of the studied market according to D. Aaker's methodology. Mastering practical skills regarding the methodology of performing correlation analysis in market research; in forecasting the market situation for a short or long term period; distinguish differences between market analysis and marketing research. Assimilation by students of theoretical provisions and mastery of practical skills regarding market analysis of a separate agricultural market in the conditions of Ukraine's membership in the WTO and	10
Practical work 8. Study of interrelationships and interdependencies in a certain market of agricultural products using regression analysis		10
Practical work 9. Application of time series methods for forecasting in a certain market of agricultural products		10
Practical work 10. Market		15

research types	cooperation within the framework of the DCFTA.	
Practical work 11. Research and analysis of a separate agricultural market in the conditions of Ukraine's membership in the WTO and cooperation within the framework of the DCFTA	To get knowleges on negotiations on Ukraine's accession to the EU, in particular, perspectives and challenges. To get experience in presenting the results of the study of a specific agricultural market for the purpose of further discussion in the group.	15
Self study 3. Accession of Ukraine to the EU: perspectives and challenges		5
Self study 4. Presentation of the studied and analyzed agricultural market of certain product		5
Module test 2.		30
Total for module 2		100
Coursework	$(M1 + M2)/2 * 0,7 \leq 70$	
Exam	30	
Course Total	$(\text{Coursework} + \text{exam}) \leq 100$	
Course Project/Thesis (if applicable)		100

8.2. Scale for assessing student's knowledge

Student's rating, points	National grading (exam/credits)
90-100	excellent
74-89	good
60-73	satisfactory
0-59	unsatisfactory

8.3. Assessment policy

Deadlines and exam retaking rules	Works that are submitted late without valid reasons will be assessed with a lower grade. Module tests may be retaken with the permission of the lecturer if there are valid reasons (e.g. a sick leave).
Academic integrity rules	Cheating during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct references to the literature used
Attendance rules	Attendance is compulsory. For good reasons (e.g. illness, international internship), training can take place individually (online by the faculty dean's consent)

9. Teaching and learning aids:

- 1) Electronic training course of the discipline «Markets analysis». URL: <https://elearn.nubip.edu.ua/course/view.php?id=4803>
- 2) Abstracts of lectures and their presentations (in electronic form). URL: <https://elearn.nubip.edu.ua/course/view.php?id=4803>
- 3) Kvasha, S. M., & Makarchuk, O. G. Markets analysis. Methodical guidelines for studying the discipline "Markets Analysis" for students of the first (bachelor's) level of higher education, specialty 051 "Economics", academic programme "International Economics" (Part 1), K.: NUBiP of Ukraine. 2024. 48 c.

4) Kvasha, S. M., & Makarchuk, O. G. Markets analysis. Methodical guidelines for studying the discipline "Markets Analysis" for students of the first (bachelor's) level of higher education, specialty 051 "Economics", academic programme "International Economics" (Part 2), K.: NUBiP of Ukraine. 2024. 50 p.

10. Recommended sources of information

1. Hague P. A practical guide to market research. Доступ: <https://www.b2binternational.com/publications/practical-market-research/>
2. Hamulczuk M., Makarchuk O. Time-varying relationship between Ukrainian corn and world crude oil prices, *Economic Annals-XXI*, 184(7-8)'2020, p. 49-58.
3. Hamulczuk M., Makarchuk O., Sica E. Searching for market integration: Evidence from Ukrainian and European Union rapeseed markets. *Land use Land Use Policy* 87 (2019) 104078, 2019. URL: <https://www.scopus.com/authid/detail.uri?authorId=57173048500>
4. Marketing.vc : база маркетингової інформації. Офіційний сайт Alliance Capital Management. URL : <http://marketing.vc/>
5. Mazur K., Babyna O., Babyn I., Germaniuk N., Harbar Z., Harbar V., Hontaruk Y., Bondarenko V., Krasnyak O., Kubai O., Kvaterniuk A., Lohosha R. Marketing research of agricultural enterprises: theoretical and practical aspects. Monograph. Primedia eLaunch, Boston, USA, 2022. 336 p.
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7. Варенко В.М. Основи аналітики: навчальний посібник. Ліра-К, 2022. 248 с.
8. Іванечко Н., Борисова Т., Процишин Ю. та ін. Маркетинг [Електронний ресурс] : навч. посіб. ; за ред. Н. Р. Іванечко. Тернопіль : ЗУНУ, 2021. 180 с.
9. Карпов В., Шевченко-Перепьолкіна Р., Горбаченко С. Аналіз та прогнозування ринової кон'юнктури. Київ: Кондор, 2019 р. 320 с.
10. Кваша С. М., Мельник Н.В. Імперативи формування кон'юнктури ринку біоенергетичних видів палива. *Наукові горизонти*, № 11 (84). 2019. С. 13–22.
11. Кваша С.М., Вакуленко В.Л., Павленко О.М., Юнтао Л. Ретроспективний аналіз споживчого кошика населення та зміни в споживанні продуктів харчування населенням України. *Економічний простір*, (190). 2024, С. 330-334. DOI: <https://doi.org/10.32782/2224-6282/190-59>
12. Кваша С.М., Павленко О.М., Вакуленко В.Л. Розвиток зовнішньоекономічної діяльності аграрного сектору економіки України в умовах воєнного стану. *Наукові праці Міжрегіональної Академії управління персоналом. Економічні науки*, № 2 (74). 2024. DOI: <https://doi.org/10.32689/2523-4536/74-5>
13. Кваша С.М., Павленко О.М., Вакуленко В.Л., Мороз М.А. Аналіз наявності запасів зерна в державних ресурсах України як показника продовольчої безпеки. *Економічний простір*. 2024. № 189, С. 344-348.
14. Козирєва О.В., Федорова В.О. Статистика: навчальний посібник. Х.: Видавництво Іванченка І.С., 2021. 187 с.
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16. Літвінов Ю.І. Ціноутворення в умовах ринку. Центр учбової літератури, 2022. 400с.
17. Маркетингові дослідження. Навч. посіб. Колектив авторів: Л. С. Безугла, Т. В. Ільченко, Н. І. Юрченко, С. О. Кобернюк, Д. В. Воловик ; КЗВО ДАНО. Дніпро, Видавець Біла К.О., 2019. 300 с.

18. Мармоза А.Т. Економічна статистика: Навч. посібник. К.: ЦУЛ, 2019. 600 с.
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21. Офіційний сайт Державної служби статистики України. URL: <http://ukrstat.gov.ua/>
22. Офіційний сайт Євростату. URL: <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home>
23. Офіційний сайт Кабінету Міністрів України. URL: <http://www.kmu.gov.ua/control/>
24. Офіційний сайт Міністерства аграрної політики та продовольства України. URL: <https://minagro.gov.ua/>
25. Офіційний сайт Міністерства економіки України. URL: <https://www.me.gov.ua/?lang=uk-UA>
26. Офіційний сайт Продовольчої та сільськогосподарської організації ООН (ФАО). URL: <http://www.fao.org/>
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28. Офіційний сайт Департаменту сільського господарства США (FAS-USDA). URL: <https://www.fas.usda.gov/commodities>
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