

ACCOUNTING IN APPLIED SOFTWARE SOLUTIONS

Department of Accounting and Taxation

Faculty of Economics
Specialty 075 Marketing

Lecturer	Volodymyr Lytvynenko
Term	3, semester 5
Major	Bachelor
ECTS credits	5
Control	Exam
Class-room hours	45 hours (of them: laboratory classes – 45 hours)

Subject overview

Accounting in applied software solutions encompasses creating, representing, transferring, and storing financial information in an electronic format. With digital accounting, financial data is no longer stored on paper. Yet, that does not mean the accountant's role is no longer needed. Rather, Accounting in applied software solutions empowers accountants to use software and make the accounting cycle more efficient and error-free. Accounting in applied software solutions is a practical course that will give real skills in working with modern software.

During the course, students will:

- install and configure accounting software;
- create accounting documents in the software;
- Keep records of assets, equity and liabilities in software: accounting of inventory, goods, cash, buildings, equipment, wages, accounts payable, etc;
- keep records of sales of goods and payments from customers;
- create financial statements in the software;
- analyse the main financial indicators of business activity.

Laboratory classes:

1. Basic information about the computer accounting program.
2. Program Modes and Settings.
3. Preparation for work. Registration of a new company.
4. Directories and registers in the program.
5. Working with directories: creating and moving elements and groups.
6. Working with directories: creating, editing, and deleting elements.
7. Introduction of initial balances on fixed assets.
8. Introduction of initial balances for goods and materials.
9. Making initial payroll balances.
10. Making initial balances on settlements with counterparties.
11. Accounting for payroll and accruals.

12. Accounting for cash transactions.
13. Accounting for settlements with accountable persons.
14. Accounting for transactions on bank accounts.
15. Accounting for the purchase and sale of currency.
16. Accounting for the purchase of goods and materials.
17. Additional costs for the purchase of goods and materials. Purchase of equipment.
18. Production accounting.
19. Accounting for product sales. Manual operations.
20. Accounting for fixed assets.
21. Closing the period. Determination of financial results. Enterprise reporting in the program.

**APPLIED MODELING
(Part 1 “Econometrics”)**

Department of Statistics and Economic Analysis

Faculty of Agrarian Management

Lecturer	Lesia Voliak, Associate Professor, Ph.D. of Economics
Term	Year of study 2, Semester 4
Major	Bachelor degree
ECTS credits	<u>5 (2.5)</u>
Control	Exam
Class-room hours	<u>150 (75)</u> hours (of them: lectures – 15 hours, practical or laboratory classes – 30 hours)

Subject overview

Econometric models and methods are applied in the daily practice of virtually all disciplines in business and economics like finance, marketing, microeconomics, and macroeconomics. Decision making in business and economics is often supported by the use of quantitative information. Econometrics is concerned with summarizing relevant data information by means of a model. Such econometric models help to understand the relation between economic and business variables and to analyse the possible effects of decisions.

Econometrics is an interdisciplinary discipline. This discipline uses insights from economics and business in selecting the relevant variables and models, it uses computer science methods to collect the data and to solve econometric models, and it uses statistics and mathematics to develop econometric methods that are appropriate for the data and the problem.

Applied practical skills will be developed during the study of the discipline with the use of information technology tools (MS Excel, SPSS, Gretl etc.), acquiring the skills of the use econometric research methods.

Lectures:

1. Subject, methods and objectives of discipline.
2. Methods of the general linear model
3. Multicollinearity and its impact on the estimation of the model parameters.
4. Generalized least squares.
5. Econometric model of the dynamics.
6. Empirical methods of quantitative analysis based on statistical equations.
7. Autocorrelation and its impact on the estimation of the model parameters.
8. Methods of instrumental variables.
9. Distributed lag models.
10. Econometric models on the basis of system structural equations.
11. Econometric modeling based on nonlinear regression.

Classes:
(practical, laboratory classes)

1. Subject, methods and objectives of discipline.
2. Methods of the general linear model.
3. Multicollinearity and its impact on the estimation of the model parameters.
4. Generalized least squares.
5. Econometric model of the dynamics.
6. Empirical methods of quantitative analysis based on statistical equations.
7. Autocorrelation and its impact on the estimation of the model parameters.
8. Methods of instrumental variables.
9. Distributed lag models.
10. Econometric models on the basis of system structural equations.
11. Econometric modeling based on nonlinear regression.

APPLIED MODELING
(Part 1 “Economic Mathematical Modeling”)

Department of Economic Cybernetics

Faculty of Information Technologies

Specialty 075 Marketing

Lecturer	Liudmyla Galaieva, Associate Professor, Ph.D. in Economics, Department of Economic Cybernetics
Term	Academic year – 2; semester – 4
Major	Bachelor degree
ECTS credits	5(2,5)
Control	Exam
Class-room hours	45 hours (of them: lectures – 15 hours, practical classes – 30 hours)

Subject overview

Educational discipline "Applied Modeling": "Economic-Mathematical Modeling" belongs to the cycle of disciplines that form the profile of a future specialist, equip them with basic knowledge of the theory and practice of applying economic-mathematical methods and models, since economic systems cannot be effectively studied without using modern theoretical methods and practical experiment.

The purpose of studying this course is to form modern thinking in future specialists and provide them with a system of fundamental theoretical knowledge on modeling and application of economic and mathematical methods and models; applied practical skills in using information technology tools (in particular, MS Excel, etc.); acquiring the skills of research and analysis of economic processes and phenomena for making effective decisions.

The task of studying the discipline is the theoretical and practical training of students regarding the methodology and methods of researching economic processes and phenomena using the tools of economic and mathematical modeling.

Lectures:

1. Bases of Economic Mathematical Modeling. The main concepts of Optimization Models and Methods.
2. Linear Programming. Methods for solving Linear Programming Problems.
3. Special Methods.

4. Nonlinear Programming Problems.
5. The System of Models in Agriculture.
6. Some sections of modeling (Risk, Financial etc.)
7. Inventory Management Models.

Practical classes:

1. Formalization of Optimization Models. Solver Package in MS Excel.
2. Graf and Simplex Methods. Dual Problem.
3. Transportation Problem, Integer Problems, Simulation Modeling.
4. Nonlinear Programming Problems (methods and models).
5. The System of Models in Agriculture.
6. Risk Models, Financial Models ets.

BUSINESS FINANCE

Production and Investment Management Department

Faculty of Agrarian Management

Lecturer	Kateryna Alekseieva
Term	2
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	30 (of them: lectures – 15 hours, practical classes – 15 hours)

Subject overview

The discipline is aimed at providing students with fundamental theoretical and practical knowledge about the organization of financial activities of enterprises, the peculiarities of the formation of financial resources, mastering methods of assessing the financial condition of enterprises and financial planning. The students possess the essence and functions of business finance, financial resources and sources of their formation; organization of enterprise finances; acquisition of financial calculation skills. Students also master the methods of financial planning; assessment of financial condition and possibilities of rehabilitation of enterprises.

Lectures:

1. Fundamentals of business finance.
2. Cash receipts of enterprises and profit generation.
3. Taxation of enterprises.
4. Working capital.
5. Financial support for the reproduction of fixed assets.
6. Assessment of the financial condition of the enterprise.
7. Financial planning in enterprises.
8. Financial rehabilitation of enterprises.

Practical classes:

1. Fundamentals of business finance.
2. Cash receipts of enterprises and profit generation.
3. Taxation of enterprises.
4. Working capital.
5. Financial support for the reproduction of fixed assets.
6. Assessment of the financial condition of the enterprise.
7. Financial planning in enterprises.
8. Financial rehabilitation of enterprises.

DIGITAL MARKETING BASICS

Department of Marketing and International Trade

Faculty of Agrarian Management

Lecturer	Barylovych Olena
Term	3
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	60 hours (of them: lectures – 30 hours, practical classes – 30 hours)

Subject overview

The purpose of the discipline “Digital marketing basics” is formation of students' understanding of the basics of modern digital marketing, knowledge of theory and practice of digital marketing; gaining skills and abilities of independent development of digital marketing strategies, election necessary channels and tools of Internet marketing communications, mastery necessary skills of work with basic data processing programs, and also with specialized informational technologies and systems in economic sphere of digital marketing.

Tasks of the discipline “Digital marketing basics» are receiving knowledge in the sphere of digital marketing technologies, mastering the basic of methods and technologies of product (service) promotion in the Internet network, promotion sites on Internet and effective using of the most popular digital marketing technologies.

Lectures:

1. Introduction to digital marketing.
2. Channels and instruments of digital marketing.
3. Stages of building digital marketing system.
4. Digital marketing strategies.
5. Website development.
6. Instagram.
7. Facebook.
8. Google Ads.

Practical classes:

1. Introduction to digital marketing.
2. Channels and instruments of digital marketing.
3. Stages of building digital marketing system.
4. Digital marketing strategies.
5. Website development.
6. Instagram.
7. Facebook.
8. Google Ads.

ECONOMIC INFORMATICS

Department of Economic Cybernetics

Faculty of Information Technologies

Specialty 075 Marketing

Lecturer

Term

1

Major

Bachelor degree

ECTS credits

4

Control

Exam

Class-room hours

**120 hours (of them: lectures – 15 hours,
laboratory classes – 45 hours)**

Subject overview

The course "Economic Informatics" aims to introduce students to the fundamental principles and methodologies of utilizing contemporary information technologies to address economic challenges. Its primary objective is to cultivate among future professionals a requisite level of information literacy and computer proficiency, enabling them to acquire practical skills in PC operation and leverage modern IT tools for problem-solving in both academic and professional contexts within their respective fields. Proficiency in navigating personal computer systems, including familiarity with operating systems and key software applications such as MS Word, MS PowerPoint, MS Excel, and online platforms, is essential for enhancing the efficiency and effectiveness of students' performance in their future roles.

Lectures:

1. Theoretical basics of economic informatics.
2. Basics of working with business documentation.
3. Visualization of information and basics of working with computer graphics.
4. Presentation and visualization of economic information in MS Excel.
5. Using spreadsheet functions for data analysis.
6. Tools for consolidation and analysis of economic data in MS Excel.

Laboratory classes:

1. Hardware of the modern personal computers.
2. Software of the modern personal computers.
3. Network office. Working with Google Apps.

4. Document formatting: working with tables.

5. Basics of working with text documents. Creating formulas, graphs in MS Word.

6. Work with charts and drawings in MS Word.

7. Automatic formatting of large documents. Document structure.

8. Create a presentation of scientific work in MS PowerPoint.

9. Creation of advertising and illustrative material for printing by means of MS Publisher.

10. Basics of bitmap graphics.

11. Creating and formatting tables in MS Excel.

12. Creating complex charts and diagrams.

13. Working with the AutoFill and AutoSum tools.

14. Working with different workbooks and sheets in MS Excel.

15. Logical functions of the MS Excel spreadsheet.

16. Financial functions of the MS Excel spreadsheet.

17. Data rows and forecasting tools in MS Excel.

18. Pivot tables in MS Excel.

19. Add-on for "Data Analysis" and the "Solver" tool in MS Excel.

ECONOMICS:MACROECONOMICS

Department of Economic theory

Faculty of Agrarian Management

Lecturer	Inna Gushcha
Term	Academic year: 1, semester: 2
Major	Bachelor degree
ECTS credits	5
Control	Exam
Class-room hours	90 hours (of them: lectures – 45 hours, practical or laboratory classes – 45 hours)

Subject overview

"Economics: macroeconomics" is a discipline whose purpose is to form a system of knowledge about the mechanism of functioning and development of the national economy based on macroeconomic theories, models and concepts. This course is aimed at studying the theoretical foundations and tools of macroeconomic analysis (analysis of the state of the national economy and its external relations), the theory of the functioning and development of macroeconomic systems, the acquisition of skills in the construction and analysis of macroeconomic models, the formation of comprehensive knowledge about the formation of an effective mechanism of macroeconomic policy, and as well as developing the ability to apply the acquired knowledge in practical activities. Competencies of the educational programme: studying the course provides an opportunity to acquire fundamental theoretical and practical knowledge regarding the theory and methodology of research into the structural features and regularities of the functioning of the economic system; analysis of macroeconomic phenomena and processes; construction of models of optimal economic growth and macroeconomic balance; evaluation of the effectiveness of macroeconomic policy; tools for solving the problems of the modern economy at the macro level; methods of solving problems of macroeconomic instability.

When teaching an academic discipline, the main attention is paid to achieving a synthesis of theory and practice, which contributes to students' mastery of certain competencies.

Lectures:

1. Macroeconomics as science.
2. Topic 2. Macroeconomic indicators and their measurement.
3. Inflation and anti-inflation policy.
4. Model of aggregate demand and aggregate supply
5. Classical model of macroeconomic equilibrium.

6. Keynesian model of macroeconomic equilibrium.
7. Fiscal policy.
8. Monetary policy.
9. National market equilibrium in the IS-LM model.
10. Labour-market and social policy.
11. Cyclical fluctuations and economic growth.
12. Mechanism of foreign economic activity.

Classes:

(practical, laboratory classes)

1. Macroeconomics as science.
2. Topic 2. Macroeconomic indicators and their measurement.
3. Inflation and anti-inflation policy.
4. Model of aggregate demand and aggregate supply
5. Classical model of macroeconomic equilibrium.
6. Keynesian model of macroeconomic equilibrium.
7. Fiscal policy.
8. Monetary policy.
9. National market equilibrium in the IS-LM model.
10. Labour-market and social policy.
11. Cyclical fluctuations and economic growth.
12. Mechanism of foreign economic activity.

ECONOMICS: MICROECONOMICS

Department of Economic Theory

Faculty of Agrarian Management

Lecturer	PhD Vlasenko Yurii
Term	I-II semester
Major	Bachelor degree
ECTS credits	5
Control	Exam
Class-room hours	90 hours (of them: lectures – 45 hours, practical classes – 45 hours)

Subject overview

Economics is the study of tradeoff decisions such as these – which course to take, economics or psychology; which decision to make in the mornings, sleeping in or coming to class; which car to buy, Honda or Ford. Economics recognizes that we face limited opportunities and limited time and that we must, at some point, make tradeoff decisions that affect our everyday lives. How do we approach such difficult choices?

Economics: Microeconomics, in particular, is the study of how households and firms make these types of decisions. This course is an introduction into the kind of thinking that makes internal tradeoff decisions explicit. We will focus on gaining a sound understanding of the essential tools necessary to appropriately analyze basic microeconomic models – but applied contexts will never be far behind. You will leave this course with a better understanding of the economic way of thinking when approaching the difficult decisions that must be made every day. Most importantly, this course will present you with a method for understanding contemporary policy issues that will lead to clearer, more objective thinking.

Course Objective: Microeconomics is the first subject of the training cycle in Economic Theory. Its importance and, at the same time, complexity arises from the fact that it is the first time the student becomes familiar with current economic models. Over the course the student will learn to formalize economic phenomena and gain an understanding of their workings. The course covers the basic economic models of consumer theory, production theory, and partial equilibrium. To provide a thorough introduction to economic theory. Starting from the basic ideas of tradeoffs, opportunity cost, and the benefits of trade, we will study how the market forces of supply and demand cause prices to be what they are. We will see the sense in which market economies are efficient, and the way governments can make our economy less or more efficient. We will delve behind the supply curve to see how firms choose their production levels to maximize profits, culminating in the model of perfect competition. Time permitting, we will look at market failures such as imperfect competition (monopoly and oligopoly) and externalities.

Lectures:

1. An overview of the market economy and method of microeconomics.
2. Demand, Supply and Price.
3. Elasticity of the demand and supply.
4. Consumer's behavior.
5. Individual and market demand.
6. Production.
7. Costs.
8. Perfect competitive market.
9. Monopoly.
10. Market of Monopolistic Competition.
11. Oligopoly.
12. The Demand for Factors of Production.
13. Labor market.
14. Capital market.
15. General Equilibrium and Economic Efficiency.
16. Externalities.
17. Public Goods and Common Resources.

Practical classes:

1. An overview of the market economy and method of microeconomics.
2. Demand, Supply and Price.
3. Elasticity of the demand and supply.
4. Consumer's Behavior.
5. Individual and market demand.
6. Production.
7. Costs.
8. Perfect competitive market.
9. Monopoly.
10. Market of Monopolistic Competition.
11. Oligopoly.
12. The Demand for Factors of Production.
13. Labor market.
14. Capital market.
15. General Equilibrium and Economic Efficiency.
16. Externalities.
17. Public Goods and Common Resources.

ECONOMICS OF THE ENTERPRISE

Department of Economics

Faculty of Economics
Specialty 075 Marketing

<i>Lecturer</i>	Anna YAKYMOVSKA
<i>Term</i>	1
<i>Major</i>	Bachelor degree
<i>ECTS credits</i>	4
<i>Control</i>	Exam
<i>Class-room hours</i>	60 hours (of them: lectures – 30 hours, practical or laboratory classes – 30 hours)

Subject overview

The course discusses the general characteristics of the enterprise as a subject management, the principles of the formation and use of all types of resources, considerable attention is paid to innovative processes, technical and technological base, forecasting and planning and formation of financial and economic results activities of the enterprise.

The task of the discipline: acquisition by students of knowledge and skills on the economic foundations of the enterprise; forecasting and planning of enterprise activities; formation and use of enterprise personnel and their payment; technical and technological base and production capacity of the enterprise; fixed and working capital of the enterprise; intellectual capital and intangible assets of the enterprise; investment resources and innovation activities in enterprises; financial and economic results and efficiency of the enterprise; production costs, cost, and product prices; enterprise development: enterprise restructuring and rehabilitation; economic security of the enterprise; bankruptcy and liquidation of the enterprise.

Lectures:

1. Enterprise in the market economy.
2. Planning of the enterprise.
3. Production capacity of the enterprise.
4. Personnel of the enterprise
5. Property resources (assets) of the enterprise.
6. Financial resources of the enterprise.
7. Investment resources.
8. Innovative activity.
9. Costs of the enterprise and product value.

10. Pricing of products.
11. Financial and economic results of the enterprise.
12. Economic efficiency of the enterprise.
13. Financial and property condition of the enterprise and methods of its evaluation.
14. Competitiveness of products and enterprise.
15. Economic security of the enterprise.

Classes:

(practical, laboratory classes)

1. Enterprise in the market economy.
2. Planning of the enterprise.
3. Production capacity of the enterprise.
4. Personnel of the enterprise.
5. Property resources (assets) of the enterprise.
6. Financial resources of the enterprise.
7. Investment resources.
8. Innovative activity.
9. Costs of the enterprise and product value.
10. Pricing of products.
11. Financial and economic results of the enterprise.
12. Economic efficiency of the enterprise.
13. Financial and property condition of the enterprise and methods of its evaluation.
14. Competitiveness of products and enterprise.
15. Economic security of the enterprise.

HIGHER MATHEMATICS

Department of Higher and Applied Mathematics

Faculty of Agricultural Management

Lecturer	Andrii Shydlich
Term	Academic year: I, semester: I
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	60 hours (of them: lectures – 15 hours, practical or laboratory classes – 45 hours)

Subject overview

"Higher mathematics" is a basic discipline necessary for the development of students' intelligence and the development of their abilities for logical and algorithmic thinking, self-study skills. The purpose of the discipline is the formation of students' basic mathematical knowledge for solving tasks in professional activity, analytical thinking skills and mathematical formulation of economic problems. The main tasks are: the ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing, the ability to critically analyze and generalize the provisions of the subject area of modern marketing, the ability to conduct marketing research in various areas of marketing activity, knowledge and understanding of the role and place of mathematical methods in solving specific economic and marketing problems, ability to apply mathematical methods in practice, understanding of modern management trends in the application of mathematical models in marketing.

Lectures:

1. Determinants.
2. Matrices.
3. Systems of linear equations, their application in solving economic and management tasks.
4. Linear economic models: Leontiev model (balance analysis), model of equilibrium prices.
5. Linear economic models: linear model of equilibrium trade.
6. Application of functions in economic theory.
7. Limit of a function.
8. Continuity of function.
9. Derivative and differential of a function.
10. Using the derivative to study a function when solving problems of an economic and managerial nature.
11. Definition of antiderivative and indefinite integral.
12. Definite integral.

13. Application of the definite integral to geometric and economic problems.
14. Definition of a differential equation of the first order.
15. Linear differential equations of the second order with constant coefficients.

Classes:

(practical, laboratory classes)

1. Determinants of the second and third orders. Sarrus (triangle) rule.
2. Properties of determinants. Determinants of the n-th order. Calculation of determinants.
3. Matrices. Types of matrices. Linear operations on matrices.
4. Nonlinear operations on matrices: matrix multiplication and raising to a degree.
5. Rank of the matrix.
6. Inverse matrix. Algorithm for finding the inverse matrix.
7. Systems of linear equations, their application in solving economic and management tasks.
8. Solving systems of linear equations by Cramer's method.
9. Matrix form and method for solving the system of linear equations.
10. Solving of a system of linear equations by the Gauss method.
11. Criterion (Kronecker-Capelli) of compatibility and definiteness of systems of linear equations.
12. Linear economic models: Leontiev model (balance analysis).
13. Linear economic models: model of equilibrium prices.
14. Linear economic models: linear model of equilibrium trade.
15. Application of functions in economic theory.
16. Limit of a sequence. Properties of limits.
17. Limit of a function. Properties of limits.
18. The first important limit and its applications.
19. The second important limit and its applications.
20. Continuity of function. Points of discontinuity.
21. Derivative of a function.
22. Rules of differentiation.
23. Differential of a function and its applications.
24. Using the derivative to study a function when solving problems of an economic and managerial nature.
25. Definition of antiderivative and indefinite integral.
26. Method of change of variables.
27. Method of integration by parts for calculating integrals.
28. Definite integral.
29. Calculation of a definite integral. Newton-Leibniz formula.
30. Application of the definite integral to geometric and economic problems.
31. Definition of a differential equation of the first order.
32. Linear differential equations of the second order with constant coefficients.

INFRASTRUCTURE OF THE PRODUCT MARKET

Department of marketing and international trade

Faculty of Agricultural Management

Lecturer	Nahorna Olena Associate Professor, Ph.D. in Economics Department of Marketing and International Trade
Term	Year of study 2, Semester 3
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	120 hours (of them: lectures – 30 hours, practical classes – 30 hours)

Subject overview

The purpose teaching the discipline is the acquisition of knowledge on the theory of infrastructure development of the product market, management of the enterprise in promotion, storage and sale of goods and services, meeting the needs of consumers; realize effective marketing policy on the functional market; using marketing instruments for realize effective produce and sale activities.

The main tasks of studying the discipline "Infrastructure of the product market" are: awareness of the nature and functions of market infrastructure; mastering knowledge of the organization and planning of enterprises in the market; study of the system of indicators of the infrastructure of the commodity market and methods of their formation; acquisition of skills to independently perform technical and economic calculations related to the analysis and justification of the effective functioning and development of the infrastructure of the commodity market.

Lectures:

1. Commodity market infrastructure: essence, composition and problems development.
2. Wholesale.
3. Trade and intermediary activities in the commodity market.
4. Organized commodity markets. Auctions and tenders as forms organized commodity markets.
5. Commodity exchanges.
6. Retail.
7. Personal sale.

8. Information activities in the infrastructure complex.
9. Organizational and commercial activities.
10. Leasing.
11. Controlling functions of infrastructure. Rights protection system of the consumers.
12. Competition protection system and it's legal basis.

Practical classes:

1. Commodity market infrastructure: essence, composition and problems development
2. Wholesale
3. Trade and intermediary activities in the commodity market
4. Organized commodity markets. Auctions and tenders as forms organized commodity markets
5. Commodity exchanges
6. Retail
7. Personal sale
8. Information activities in the infrastructure complex
9. Organizational and commercial activities
10. Leasing
11. Controlling functions of infrastructure. Rights protection system of the consumers.
12. Competition protection system and it's legal basis.

INTERNET ANALYTICS

Department of Economic Cybernetics

Faculty of Information Technologies

Specialty 075 Marketing

Lecturer	Volodymyr Kharchenko, Associate Professor, Ph.D. in Economics, Head of Department, Department of Economic Cybernetics/ Inna Kostenko, Associate Professor, Ph.D. in Economics, Senior Lecturer Department of Economic Cybernetics
Term	Year of study: 3/4, Semester: 6/8
Major	Bachelor degree
ECTS credits	6
Control	Exam
Class-room hours	60 hours (of them: lectures – 30 hours, practical classes – 30 hours)

Subject overview

The discipline "Internet Analytics" is aimed at consistently acquiring students' skills in working with web analytics systems such as Google Analytics Universal, Google Analytics 4, as well as separate sections in Google Search Console, Google Ads and Facebook Ads, open services such as Google Trends, Similarweb, Alexa, Semrush, Serpstat, Moz, Majestic, GemiusAudience, Seoquick, mastering the basics of data collection and analysis, understanding the key metrics of digital business.

The content of the course is designed to gradually immerse the student in the world of data analysis, i.e. from simple to complex: at the very beginning, it is an introduction to the concepts of offline and online business conversions, the formation of a business strategy using clear real-life examples, starting to work with web analytics tools, setting them up, and upon completion, understanding the logic of search algorithms, the specifics of setting up advertising campaigns, tracking KPIs, creating analytical reports, dashboards and forecasting digital business KPIs.

The aim of the course is to develop students' knowledge and skills in using web analysis tools to optimise web resources. Internet analytics: statistics, trends, absolute and relative indicators; analysis of website traffic, usability analysis, analysis of visitor behaviour on the page, determination of conversion paths of website visitors; benchmarking - comparison with general trends and with competitors with the help of independent researchers.

The course is structured into 15 topics, each of which contains 4-7 questions and a review of various web analytics tools. The course covers the Canvas strategic business management methodology and the relationship between business indicators and web analytics. It shows how to define KPIs for business, form input and output tasks for tracking the effectiveness of a resource, which metrics are appropriate for tracking at different levels of the sales funnel, and how to optimise the budget. The features of competitive analysis of websites based on open digital business metrics (benchmarking) are presented.

A significant part of the training material is devoted to working with Google Analytics (to set up data collection from your own training site). Practical examples of statistical data analysis and visualisation in the environment of Power BI, Excel, Google Sheets, Data Studio application software are presented. The methodology and applied aspects of A/B testing (based on Google Optimise, Google Ads and Facebook Ads) are considered.

As a result of studying the discipline, the student acquires knowledge and applied skills in the basics of Internet analytics: understanding of the main aspects of analysing user behaviour and traffic on web resources, knowledge of methods for determining the effectiveness of digital business, understanding the benefits of analytics tools to strengthen business strategy and key aspects for forming an information strategy, applied skills in working with analytics tools for automated input data collection, end-to-end analytics and data visualisation.

Lectures:

1. Introduction to the web analytics ecosystem: role in business strategy development.

2. Competitive analysis of websites based on open digital business metrics. Goals, objectives, KPIs of a web resource in the context of business strategy development. Their peculiarities of setting when using e-tools and conducting competitive analysis.

3. Semantic kernel analysis as a basis for the formation of Internet traffic and directions of web resource promotion.

4. Features of SEO web resources: Sitemap and technical audit for search engine optimisation and organic traffic generation.

5. Features of SEO web resources: the role of Linkbuilding for search engine optimisation and organic traffic generation.

6. Familiarity with analytics collection systems for websites: basic principles of traffic data collection in Internet analytics, Google Tag Manager and data integration with Google Analytics.

7. Introduction to analytics collection systems for websites: Google Search Console for analysing organic traffic, data integration with Google Analytics.

8. Google Analytics: basic principles of service operation and functionality settings.

9. Google Analytics: features of working with Google analytics 4, the role of attribution.

10. Analysis of the effectiveness of a web resource and end-to-end analytics: export, import of data and other useful functions for calculating KPIs.

11. Analysis of website performance and end-to-end analytics: features of applying KPIs for different websites and creating end-to-end analytics.

12. Business analysis and forecasting of digital business KPIs: conceptual foundations of A/B testing and its necessity in business analysis, basic models and indicators for forecasting.

13. Data analytics in Data Studio (Looker Studio).

14. Data analytics in Power BI.

15. Features of tracking the effectiveness of advertising campaigns and retargeting using Pixel.

Practical classes:

1. Competitive analysis of a web resource based on open metrics: determination of conversions and KPIs of a web resource for the formation of a business strategy.

2. The main approaches to the formation of traffic sources for a web resource. UTM tags.

3. Working with the semantic core.

4. Technical audit in traffic generation.

5. Link building in the formation of organic traffic.

6. Introduction to Google Analytics, Google Tag Manager, Google Search Console. Setting up automated information collection.

7. Setting up functionality in Google Analytics.

8. KPIs of Internet resources: export and import of data, functionality for calculations, end-to-end analytics.

9. The simplest models for forecasting digital business KPIs.

10. Data analysis and visualisation (using Power BI and Data Studio (Looker Studio) as an example). Dashboard development.

11. Features of tracking the effectiveness of advertising campaigns: settings in Ads Manager and data integration.

INTRODUCTION TO PROFESSION

Department of Marketing and International Trade

Faculty of Agrarian Management

Lecturer	Barylovych Olena
Term	1
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	45 hours (of them: lectures – 15 hours, practical classes – 30 hours)

Subject overview

The purpose of studying the course "Introduction to profession" is acquisition of basic knowledge about the functional features and tasks of marketing in the enterprise, the work of marketing departments, the formation of ideas about marketing as a science and applied business function.

Objectives of the discipline: acquaintance of students with the types, nature and objectives of marketing both at the level of an individual enterprise and in the modern economic system; study of the processes of historical development and formation of marketing; acquaintance with the main directions and types of professional activity of the marketing specialist; acquaintance with the system and institutions of marketing knowledge; presentation to the student audience of theoretical achievements of marketing science and acquaintance with the scientific heritage of domestic and foreign marketing scientists

Lectures:

1. The system of higher education in Ukraine. State standard of higher education.
2. The essence, goals, objectives and history of marketing.
3. Marketing as a discipline.
4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity.
5. The main directions and types of professional activity of marketing specialists.
6. The system of disciplines aimed at training a qualified marketing specialist.
7. Education and training of a marketing specialist.
8. Marketing as a science.
9. Regulatory framework for marketing activities in Ukraine.

Practical classes:

1. The system of higher education in Ukraine. State standard of higher education.
2. The essence, goals, objectives and history of marketing.
3. Marketing as a discipline.
4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity
5. The main directions and types of professional activity of marketing specialists
6. The system of disciplines aimed at training a qualified marketing specialist
7. Education and training of a marketing specialist
8. Marketing as a science
9. Regulatory framework for marketing activities in Ukraine

LEGAL SUPPORT OF MANAGEMENT ACTIVITIES

Department of Civil and Commercial Law

Faculty of Law

Specialty 075 Marketing

Lecturer	Oleksii PIDDUBNYI
Term	3
Major	Bachelor
ECTS credits	4
Control	Exam
Class-room hours	45 hours (of them: lectures – 15 hours, practical or laboratory classes – 30 hours)

Subject overview

The purpose of studying the discipline is the need to train management professionals who will work in the context of building a lawful state and market economy; study of a set of legal norms that regulate social relations and are formed in the course of ensuring the executive authorities of the realization and protection of the rights, freedoms and legitimate interests of individuals and legal entities, as well as in the process of public administration of economic, socio-cultural and administrative-political construction in the state, the formation of legal awareness and legal culture.

Lectures:

1. The concept and system of law. Definition of law as a science. Sources of law. Norms of law.
2. The system of law of Ukraine. Differentiation between public and private law. Branches of law.
3. Civil legal support of management activities.
4. General provisions on legal support of entrepreneurial activity. Subjects of entrepreneurial activity. Organizational and legal forms of entrepreneurship.
5. Property basis of entrepreneurial activity.
6. The concept and types of corporate enterprises in Ukraine. Corporate management. Legal status of officials of a corporate enterprise.
7. Management relations in labor law.
8. The concept and methods of protecting the rights of business entities.

Classes:

1. The concept and system of law. Definition of law as a science. Sources of law. Norms of law.
2. The system of law of Ukraine. Differentiation between public and private law. Branches of law.
3. Civil legal support of management activities.
4. General provisions on legal support of entrepreneurial activity. Subjects of entrepreneurial activity. Organizational and legal forms of entrepreneurship.
5. Property basis of entrepreneurial activity.
6. The concept and types of corporate enterprises in Ukraine. Corporate management. Legal status of officials of a corporate enterprise.
7. Management relations in labor law.
8. The concept and methods of protecting the rights of business entities.

LOGISTICS

Department of Management named after Professor Y.S. Zavadsky

Faculty of Agrarian management

Lecturer

Term 8

Major Bachelor

ECTS credits 4

Control Exam

Class-room hours 48 hours (of them: lectures – 24 hours, practical or laboratory classes – 24 hours)

Subject overview

The educational component «Logistics» is mandatory (general training cycle).

Course «Logistics» is aimed at mastering the theoretical knowledge on the organization and management of enterprise's logistics activities, acquiring the practical skills of using the concept of supply chain management in the enterprise's activities.

Subject place: this educational subject is the theoretical and practical basis of the set of knowledge and skills that form the profile of a specialist in the field of logistics and supply chain management.

The purpose of teaching the subject is formation of higher education students of system knowledge and understanding of the basics of logistics as a modern concept of effective management of economic systems, as a science and practice of flow management of business processes and acquisition of skills in the practical use of modern logistics concepts, technologies, methods and tools for managing flow processes in the functional areas of logistics and in integrated supply chains to ensure their excellence and competitiveness.

Lectures:

1. Logistics of supplies, purchases and placement of orders.
2. Production logistics.
3. Distribution logistics.
4. Warehouse logistics.
5. Inventory logistics.
6. Transport logistics.
7. Information logistics.
8. Logistics approach to customer service (service logistics).
9. Integrated logistics (SCM) and evaluation of its effectiveness.

Classes:

1. The essence and basic concepts of the theory of logistics and supply chain management.
2. Public regulation of logistics processes.
3. Strategic logistics management.
4. Logistics planning system.
5. Organization of logistics.
6. The enterprise as the main subject of logistics.
7. The effectiveness of logistics activities of the enterprise.

MANAGEMENT

Department of Management named after Prof. J. Zavadskiy

Faculty of Agrarian Management

Lecturer

Term

3

Major

Bachelor degree

ECTS credits

4

Control

Exam

Class-room hours

120 hours (of them: lectures – 30 hours,
practical classes – 30 hours)

Subject overview

The purpose of the academic course “Management” is the forming special knowledge in the field of management, understanding of the conceptual foundations of system management of organisations; acquiring the skills to analyse the internal and external environment, making adequate management decisions.

The tasks of studying the academic course are high-quality training of students on the essence of concepts and categories of management and administration; principles and functions of management; systems of management methods; content of processes and management technology; basics of planning, organising, motivating and control; management decision-making; information support of the management process; management and leadership; management efficiency.

Lectures:

1. Concept and essence of management.
2. Development of management science.
3. Basics of the theory of managerial decision-making.
4. Management effectiveness.
5. Planning as a function of management.
6. Organizing as a function of management.
7. Motivation as a function of management.
8. Controlling as a function of management.
9. Management and leadership.
10. Information and communications in management.

Practical classes:

1. Concept and essence of management.
2. Development of management science.
3. Basics of the theory of managerial decision-making.
4. Management effectiveness.
5. Planning as a function of management.
6. Organizing as a function of management.
7. Motivation as a function of management.
8. Controlling as a function of management.
9. Management and leadership.
10. Information and communications in management.

MARKETING

Department of Marketing and International Trade

Faculty of Agrarian Management

Lecturer	Barylovych Olena
Term	3
Major	Bachelor degree
ECTS credits	6
Control	Exam
Class-room hours	90 hours (of them: lectures – 45 hours, practical or laboratory classes – 45 hours)

Subject overview

The goal of the discipline "Marketing" is to form knowledge about the basic categories of marketing, methodological aspects of the organization of marketing activity and its priorities in modern conditions.

Objectives of the discipline: to study main components of the Marketing Process, looking at what marketing is & how it satisfies consumer needs; to determine the importance & identify stages of the Marketing Research; to describe how today's marketing managers use marketing decisions to plan the strategy of an enterprise & make market & sales forecasts.

Lectures:

1. The essence of marketing and its modern concept.
2. Classification and characteristics of marketing.
3. Marketing system and marketing environment.
4. Marketing research.
5. Market segmentation and product positioning.
6. Marketing plan development.
7. Marketing product policy.
8. Marketing price policy.
9. Marketing policy of distribution.
10. Marketing policy of communications.
11. Marketing management. Organization and control of marketing activities.

Practical classes:

1. The essence of marketing and its modern concept.
2. Classification and characteristics of marketing.
3. Marketing system and marketing environment.
4. Marketing research.
5. Market segmentation and product positioning.
6. Marketing plan development.
7. Marketing product policy.
8. Marketing price policy.
9. Marketing policy of distribution.
10. Marketing policy of communications.
11. Marketing management. Organization and control of marketing activities.

MARKETING BY TYPES OF ACTIVITY: AGRICULTURAL MARKETING

Department of Marketing and International Trade

Faculty of Agricultural Management

Lecturer	Julia Galchynska Professor, Doctor of Economics Department of Marketing and International Trade
Term	Year of study 2, Semester 4
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	120 hours (of them: lectures – 30 hours, practical – 45 hours, course work – 18)

Subject overview

The discipline "Agricultural Marketing" is a theoretical and applied basis for bachelors to acquire a set of knowledge and skills to work with marketing mechanisms in agriculture, allowing for: agricultural marketing (an introduction); agricultural marketing system; market organisation; marketing efficiency, margins, and costs; agricultural marketing in Ukraine; government marketing services; agricultural prices; agricultural wholesale markets; commodity marketing in Ukraine; and international agricultural marketing.

Lectures:

Module 1. AGRICULTURAL MARKETING GENERAL MODEL

1. Agricultural marketing (an introduction).
2. Agricultural marketing system.
3. Market Organisation.
4. Marketing Efficiency.
5. Marketing margins, and costs.

Module 2. AGRICULTURAL MARKETING SYSTEM

6. Agricultural marketing in Ukraine.
7. Government marketing services.
8. Agricultural Price.
9. Agricultural wholesale markets.
10. Commodity marketing in Ukraine.
11. International agricultural marketing.

Practical classes:

Module 1. AGRICULTURAL MARKETING GENERAL MODEL

1. Agricultural marketing (an introduction).
2. Agricultural marketing system.
3. Market Organisation.
4. Marketing Efficiency.
5. Marketing margins, and costs.

Module 2. AGRICULTURAL MARKETING SYSTEM

6. Agricultural marketing in Ukraine.
7. Government marketing services.
8. Agricultural Price.
9. Agricultural wholesale markets.
10. Commodity marketing in Ukraine.
11. International agricultural marketing.

MARKETING BY TYPES OF ACTIVITY: INDUSTRIAL MARKETING

Department of marketing and international trade

Faculty of Agricultural Management

Lecturer	Nahorna Olena Associate Professor, Ph.D. in Economics Department of Marketing and International Trade
Term	Year of study 3, Semester 6
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	120 hours (of them: lectures – 30 hours, practical classes – 30 hours)

Subject overview

The purpose of teaching the academic discipline "Marketing by types of activities: industrial marketing" is the formation of a system of theoretical and practical knowledge about marketing at an industrial enterprise, modern concepts of its development, methodological and organizational principles of use, develop and organize effective marketing instruments for industrial companies.

The main tasks of the course are: studying the marketing theory of industrial enterprise, marketing research methodology; development and planning of marketing strategies and their implementation by industrial enterprises; mastering modern methods of managing marketing and communication activities, procurement at an industrial enterprise, organization of sales and distribution of industrial products.

As a result of studying the academic discipline, the student must know: peculiarities of the market of industrial goods and mix-marketing components in this market, marketing components of industrial companies. At the finish of the course students be able to implement the concept of marketing in the practical activity of an industrial enterprise; classify industrial goods and types of demand; develop and implement a marketing research plan for the industrial market and at the industrial enterprise; segment the market and position goods on the market; conduct a marketing analysis of the elements of the marketing complex of the industrial enterprise/goods; to plan a marketing program of actions for the future; to organize purchasing activities at the industrial enterprise; form and manage product policy and assortment at the industrial enterprise; create and ensure the functioning of the price, sales and communication policies of the industrial enterprise. monitor the implementation of the industrial enterprise's marketing plan and adjust its actions in accordance with changes in the market environment.

Lectures:

1. The essence, tasks and trends of the development of industrial marketing.
2. The main features of the supply process on the industrial market.
3. Marketing research in the activity of an industrial enterprises.
4. Segmentation of the industrial market and product positioning of an industrial enterprises.
5. Planning of marketing activities at an industrial enterprises.
6. Marketing product policy of an industrial enterprises.
7. Marketing price policy of an industrial enterprises.
8. Marketing policy of distribution at an industrial enterprise.
9. Marketing communications at an industrial enterprise.

Practical classes:

1. The essence, tasks and trends of the development of industrial marketing.
2. The main features of the supply process in the industrial market.
3. Marketing research in the activity of an industrial enterprises.
4. Segmentation of the industrial market and product positioning of the industrial enterprises.
5. Planning of marketing activities at an industrial enterprises.
6. Marketing product policy of industrial company.
7. Marketing price policy of industrial enterprises.
8. Marketing policy of distribution of industrial enterprises.
9. Marketing communications at an industrial enterprise.

MARKETING BY TYPES OF ACTIVITY: SERVICES MARKETING

Department of Marketing and International Trade

Faculty of Agricultural Management

Lecturer	Julia Galchynska Professor, Doctor of Economics Department of Marketing and International Trade
Term	Year of study 3, Semester 6
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	120 hours (of them: lectures – 30 hours, practical – 30 hours)

Subject overview

The goal of teaching "Services Marketing" is the study of the complex system of marketing processes of services that focuses on the needs of specific customers and profit based on the study, analysis and market forecasting services.

Tasks of the course is to understand and study the complex issues that reveal the content and features of marketing in services. Particular attention is paid to the services market, its segmentation research and marketing strategy in the market, the issue of pricing, sales services, communication and stimulate them.

Following the completion of the course the student should know:

- The content and features of the marketing of services;
 - Market segmentation services;
 - Especially the implementation of the marketing mix in services;
 - Model of marketing in the service sector;
 - Marketing strategy in the market;
 - Especially commercial policy in the market;
 - Pricing policy services;
 - Especially the marketing communication policy in the service sector;
 - Stages of new products and services, developing innovative policies in the service sector;
 - Approaches to marketing planning in the service sector;
 - Control and audit features of marketing in services.
- be able:
- Develop marketing strategies of companies in the market;
 - To investigate and analyze the marketing strategy of companies in the market;
 - To develop policies for commodity services;

- Decide on pricing;
- Explore the features the introduction of elements of the marketing mix in service industries;
- Develop commercial policy service industries;
- Develop marketing communication policy service industries;
- To conduct market segmentation services;
- To develop strategic plans, tactical and operational plans of enterprises in the service sector.

Lectures:

Module 1. Basic concepts "Services Marketing"

1. The concept of service. Description of services.
2. services market and its segmentation.
3. Features of marketing in services. Marketing services Models.
4. Marketing in various areas of services. Bank marketing, marketing educational services, tourism marketing and other marketing.
5. External, Internal and "interactive" marketing.

Module 2. Features of planning and control of mark Services Marketing

6. The marketing strategy of companies in the market.
7. Trading Post, assortment and pricing policy in the market.
8. Communication policy of companies in the market.
9. Planning and control of the marketing of services.
10. World services market. International trade in services.

Practical classes:

Module 1. Basic concepts "Services Marketing"

1. The concept of service. Description of services.
2. services market and its segmentation.
3. Features of marketing in services. Marketing services Models.
4. Marketing in various areas of services. Bank marketing, marketing educational services, tourism marketing and other marketing.
5. External, Internal and "interactive" marketing.

Module 2. Features of planning and control of mark Services Marketing

6. The marketing strategy of companies in the market.
7. Trading Post, assortment and pricing policy in the market.
8. Communication policy of companies in the market.
9. Planning and control of the marketing of services.
10. World services market. International trade in services.

MARKETING COMMUNICATIONS

Department of Marketing and International Trade

Faculty of Agrarian Management

Lecturer	Barylovych Olena
Term	7, 8
Major	Bachelor degree
ECTS credits	5
Control	Exam
Class-room hours	108 hours (of them: lectures – 54 hours, practical classes – 54 hours)

Subject overview

The purpose of the discipline "Marketing communications" is acquisition by students of theoretical knowledge and practical skills regarding the application, use of tools and elements of the marketing communications complex; organization, planning, implementation of management of the enterprise's communication activities for the purpose of their effective functioning, as well as effective sale of products/services for the purpose of making production, organizational and management decisions at the level of modern requirements.

The tasks of the "Marketing Communications" discipline are to provide students with knowledge in the field of marketing communications; study of the main categories of marketing communications; acquisition of practical skills regarding the formation of the company's marketing communications system; getting acquainted with the methods of developing the budget of marketing communications and advertising campaigns, determining the effectiveness of advertising appeals to the target audience and acquiring practical skills in their use in the process of product promotion, finding reserves for improving the product promotion system, etc.

Lectures:

1. An Introduction to Marketing Communications.
2. Advertising.
3. Sales and promotion.
4. Public relations.
5. Direct marketing.
6. Personal selling.
7. Additional means of marketing communications.
8. Theoretical aspects of public relations.
9. Historical stages of evolution of the public relations.
10. Society and public opinion in the public sphere relations.
11. Connection of public relations and mass media.
12. Management process in the sphere of public relations.
13. PR in action.

Practical classes:

1. An Introduction to Marketing Communications.
2. Advertising.
3. Sales and promotion.
4. Public relations.
5. Direct marketing.
6. Personal selling.
7. Additional means of marketing communications.
8. Theoretical aspects of public relations.
9. Historical stages of evolution of the public relations.
10. Society and public opinion in the public sphere relations.
11. Connection of public relations and mass media.
12. Management process in the sphere of public relations.
13. PR in action.

MARKETING PRICE POLICY

Department of marketing and international trade

Faculty of Agrarian Management

Lecturers	Nahorna Olena Associate Professor, Ph.D. in Economics Barylovych Olena Associate Professor, Ph.D. in Economics
Term	Year of study 3-4, Semester 6-
Major	Bachelor degree
ECTS credits	5
Control	Module 1: test Module 2: exam
Class-room hours	120 hours (of them: lectures – 60 hours, practical classes – 60 hours, course project)

Subject overview

The purpose of teaching the discipline is to master the theoretical knowledge and practical skills necessary for a deep understanding of the marketing pricing system in market conditions. The objectives of this course are: study of basic theories of pricing; methodological bases of price formation; features of pricing depending on the types of markets, including the world market; the role of the state in the process of price formation and features of pricing in the market of consumer goods and services . acquisition of skills and abilities to use methods of work in this field, orientation in specific practical situations.

As a result of studying the discipline the student must know: the concept of price, the relationship between the categories of price and market, price and money. the essence of the pricing process. the dependence of the pricing strategy on the stage of the life cycle at which the product is; factors of the macroenvironment that affect prices: the general state of the economy, political factors, tax, monetary policy, foreign economic policy of the state, the policy of state regulation of prices; the theory of labor value and it's main provisions: price as a monetary expression of the value of goods; the possibility and necessity of deviation of the price from the cost, consumer value, cost of goods and price; price as a tool of the mechanism of state economic policy, types of prices depending on market types, level of their liberalization, branch form of production, structure of commodity promotion, character of use, form of franking; the concept of cost of production and it's composition, types of cost depending on the time of calculation: planned, actual, regulatory estimates; depending on the duration of the settlement period: monthly, quarterly, annual, individual, industry average; depending on the amount of costs included in the cost: technological, shop, roduction; the role of price in the economic strategy of the enterprise, pricing in different types of markets, the task of pricing depending on the types of market.

Lectures:

Marketing Price Policy (Module 1)

1. Theoretical foundations of price.
2. Basics and pricing of goods and services.
3. Price formation and its structural elements.
4. Production costs as a basis for price formation.
5. Pricing policy of the enterprise in the commodity market.
6. Pricing on Internet.
7. Pricing in the services and transport.
8. Discounts in the marketing pricing system.
9. Pricing on the world market.

Marketing Price Policy (Module 2)

1. Pricing models in the market economy.
2. Pricing under different types of pricing policies.
3. Prerequisites for the formation of the enterprise's price policy.
4. Methods of estimating demand and its elasticity.
5. Psychological aspects of pricing.
6. Stages of development of the company's price policy.
7. Marketing price strategies.
8. Methodological aspects of pricing.
9. Causes and consequences of price changes.

Practical classes:

Marketing Price Policy (Module 1)

1. Theoretical foundations of price.
2. Basics and pricing of goods and services.
3. Price formation and its structural elements.
4. Production costs as a basis for price formation.
5. Pricing policy of the enterprise in the commodity market.
6. Pricing on Internet.
7. Pricing in the services and transport.
8. Discounts in the marketing pricing system.
9. Pricing on the world market.

Marketing Price Policy (Module 2)

1. Pricing models in the market economy.
2. Pricing under different types of pricing policies.
3. Prerequisites for the formation of the enterprise's price policy.
4. Methods of estimating demand and its elasticity.
5. Psychological aspects of pricing.
6. Stages of development of the company's price policy.
7. Marketing price strategies.
8. Methodological aspects of pricing.
9. Causes and consequences of price changes.

MARKETING PRODUCT POLICY WITH THE BASICS OF COMMODITY SCIENCE

Department of Marketing and International Trade

Faculty of Agricultural Management

Lecturer	Bogdana Vyshnivska Associate Professor, Ph.D. of Economics Department of Marketing and International Trade
Term	Year of study 2-3, Semester 4-5
Major	Bachelor degree
ECTS credits	6
Control	Exam
Class-room hours	270 hours (of them: lectures – 120 hours, practical – 150 hours)

Subject overview

The purpose of the course – formation of students' knowledge of the scientific and theoretical foundations of commodity science and consumer properties of products, which determine their consumer value and ability to satisfy consumer needs, achieve commercial and marketing goals of the enterprise.

The tasks of the course:

- to give theoretical knowledge of the basic characteristics that make up the consumer value of the product;
- teach future specialists the principles and methods of goods movement;
- to investigate the systematization of the number of goods through the rational application of classification and coding methods;
- to study the properties and indicators of the assortment in order to analyze and manage the assortment policy of the industrial and trade organization;
- study the nomenclature of consumer properties of product indicators;
- to give practical skills in assessing the quality of goods, including identifying quality gradations and defects in goods, their causes and measures to prevent spoilage of goods;
- familiarize with the meaning of different levels and types of control, examination of goods;
- to investigate the modern practice of ensuring the quality and quantity of goods at various stages of their technological cycle while accounting for the factors that shape and preserve the quality of goods;
- give practical recommendations on identifying types of commodity losses and measures to prevent them;
- study the information provision of goods movement from the producer to the consumer;
- know the modern classification of the range of food and non-food products.

Lectures:

1. What Is Product Management?
2. The Product Master Plan.
3. Leadership: Creating Influence.
4. Cross-Functional Product Teams: Getting Things Done.
5. Decision Making.
6. Finance for the Product Manager: Keeping Score.
7. The Playing Field and the Players: Analyzing the Industry and Competition.
8. Finding Markets to Conquer by Understanding Customer Needs and Market Segments.
9. Preparing to Set Your Mileposts: Forecasting for the Product Manager.
10. Strategic Product Planning: The Inflection Point.
11. Assessing Feasibility.
12. Defining the Product.
13. The Business Case.
14. The Marketing Plan for the Product.
15. Execution and Oversight during Product Development.
16. Introducing the Product and Orchestrating the Launch.
17. Auditing Results after the Launch.
18. Post-Launch Product Management: Running the Business.
19. Life Cycle Product Portfolio Management
20. Discontinuing the Product.

Practical classes:

1. What Is Product Management?
2. The Product Master Plan.
3. Leadership: Creating Influence.
4. Cross-Functional Product Teams: Getting Things Done.
5. Decision Making.
6. Finance for the Product Manager: Keeping Score.
7. The Playing Field and the Players: Analyzing the Industry and Competition.
8. Finding Markets to Conquer by Understanding Customer Needs and Market Segments.
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12. Defining the Product.
13. The Business Case.
14. The Marketing Plan for the Product.
15. Execution and Oversight during Product Development.
16. Introducing the Product and Orchestrating the Launch.
17. Auditing Results after the Launch.
18. Post-Launch Product Management: Running the Business.
19. Life Cycle Product Portfolio Management.
20. Discontinuing the Product.

PRESENTATION AND SPEECHWRITING TECHNIQUES WITH THE BASICS OF WEB DESIGN

Department of Marketing and International Trade

Faculty of Agricultural Management

Lecturer	Bogdana Vyshnivska Associate Professor, Ph.D. of Economics Department of Marketing and International Trade
Term	Year of study 1-2, Semester 2-3
Major	Bachelor degree
ECTS credits	6
Control	Test, Exam
Class-room hours	150 hours (of them: lectures – 60 hours, practical – 90 hours)

Subject overview

The purpose of the course "Presentation and speechwriting techniques with the basics of web design" is to master theoretical knowledge in the field of genre models and styles of speechwriting and public speeches, the technique of creating professional presentations and the technology of developing modern web design; formation of practical skills of writing a speechwriting text, effective influence on the audience during public speeches and presentations, creation of multimedia presentations and development of web design of Internet resources.

The tasks of the course " Presentation and speechwriting techniques with the basics of web design " are for students to acquire comprehensive knowledge about: the system of theoretical and practical aspects of the use of speechwriting, principles of writing public speeches and texts, features of public speeches, techniques of public communications; techniques for creating modern presentations, techniques for effective presentation; studying the main aspects of web design that are important for marketers, mastering the basic principles and skills of web design to create effective and attractive websites in the context of marketing activities.

Lectures:

1. Theoretical foundations of speechwriting.
2. Types and areas of modern public broadcasting.
3. The algorithm for preparing and writing a public speech.
4. Structure and composition scheme of public speech.

5. Work on the speech text.
6. Psychological and sociological principles of preparing public speeches.
7. Public speaking: oratorical techniques of influencing the audience.
8. Classification of multimedia presentations.
9. Fonts, texts and colors.
10. Visuals and videos.
11. Presentation of data: graphs, tables, charts.
12. Making presentations and public speaking.

Practical classes:

1. Theoretical foundations of speechwriting.
2. Types and areas of modern public broadcasting.
3. Algorithm for preparing and writing a public speech.
4. Structure and composition scheme of public speech.
5. Work on the speech text.
6. Psychological and sociological principles of preparing public speeches.
7. Public speaking: oratorical techniques of influencing the audience.
8. Classification of multimedia presentations.
9. Fonts, texts and colors.
10. Visuals and videos.
11. Presentation of data: graphs, tables, charts.
12. Making presentations and public speaking.

PRESENTATION TECHNIQUES AND SPEECHWRITING WITH WEB DESIGN BASICS

Department of Information Systems and Technologies

Faculty of Information Technologies

Specialty 075 Marketing

Lecturer	Saiapina Taisiia
Term	3
Major	Bachelor degree
ECTS credits	2
Control	Exam
Class-room hours	45 hours (of them: lectures 15 hours, practical classes 30 hours)

Subject overview

The *purpose* of the discipline "Presentation Techniques and Speechwriting with the Basics of Web Design" is to master theoretical knowledge in the field of genre models and styles of speechwriting and public speaking, techniques for creating professional presentations and technologies for developing modern web design; to develop practical skills in writing speechwriting text, effective influence on the audience during public speeches and presentations, creating multimedia presentations and developing web design of Internet resources.

The *objectives* of the discipline "Presentation Techniques and Speechwriting with the Basics of Web Design" are to provide students with comprehensive knowledge of the system of theoretical and practical aspects of speechwriting, principles of writing public speeches and texts, features of public speaking, techniques of public communications; techniques for creating modern presentations, techniques for effective presentation; studying the main aspects of web design that are important for marketers, mastering the basic principles and skills of web design to create effective and attractive websites in the context of marketing activities.

Lectures:

1. Introduction to Web design: basic concepts, principles and elements of web design.
2. Color harmony, use of colors, and their psychological impact.
3. Typography and use of fonts for effective web design.
4. Content organization and visual hierarchy of web pages.
5. Composition and placement of elements in web design.
6. Responsive and adaptive web design for mobile devices.
7. Web design and micro interactions.
8. Types of websites: landing pages, portfolios, online stores.

Practical classes:

1. Design trends: skeuomorphism, FLAT, material, brutalism, isometric, glass morphism.
2. Color in interface design.
3. Typography, font pairs, text layout.
4. Creating content and visual hierarchy of web pages.
5. Creating a balanced composition for a website.
6. Website adaptation for mobile version.
7. Creating micro-interactions for a website.
8. Development of a personal website: choosing a design, placing content and creating convenient navigation.

PROBABILITY THEORY AND STATISTICS
**(Part “Probability Theory and Statistics: Probability Theory and
Mathematical Statistics”)**

Department of Economic Cybernetics

Faculty of Information Technologies
Specialty 075 Marketing

<i>Lecturer</i>	Liudmyla Galaieva, Associate Professor, Ph.D. in Economics, Department of Economic Cybernetics
<i>Term</i>	Academic year – 1; semester – 2
<i>Major</i>	Bachelor degree
<i>ECTS credits</i>	5(2)
<i>Control</i>	Exam
<i>Class-room hours</i>	30 hours (of them: lectures – 15 hours, practical classes – 15 hours)

Subject overview

"Probability Theory and Statistics" as an educational discipline is determined by its role in the scientific and practical activities of society and refers to the cycle of disciplines that form the profile of a future specialist, arming them with the basics of the theory and practice of applying mathematical methods to study the regularities of random phenomena, statistical evaluation and analysis of economic, social and other phenomena and processes.

The purpose of the course in the theory of probabilities and mathematical statistics part is the formation of modern thinking and a system of fundamental theoretical knowledge in the theory of probabilities and mathematical statistics in future specialists, as well as applied practical skills using information technology tools (MS Excel, SPSS, etc.), acquisition of basic skills of statistical research and analysis of economic phenomena and processes for making effective management decisions.

The task of studying the discipline is the theoretical and practical training of students in the methodology and methods of research and analysis of mass statistical data using the means of probability theory and mathematical statistics.

Lectures:

1. Concepts of Probability Research.
2. Conditional Probability; the Law of Total Probability and Bayes' Theorem.
3. Rules of Probability Distributions.
4. Discrete Random Variables and Continuous Random Variables.
5. Probability Distributions. Law of large numbers and central limit theorem.
6. Systems of independent random variables (self-study).
7. Elements of Mathematical Statistics.

Practical classes:

1. Concepts of Probability Research. Combinatorial Concepts.
2. The Law of Total Probability and Bayes' Theorem.
3. The Binomial, Poisson, Moivre-Laplace Probability Distributions.
4. Characteristics of Discrete and Continuous Random Variables.
5. Uniform Distribution, Exponential Distribution, Normal Distribution. Law of large numbers.
6. Elements of Mathematical Statistics.
7. Data Analysis Package in MS Excel.

PROBABILITY THEORY AND STATISTICS (part Statistics)

Department of Statistics and Economic Analysis

Economic faculty
Specialty 075 Marketing

Lecturer	Oksana Makarchuk Associate Professor, Ph.D. of Economics, Department of Statistics and Economic Analysis
Term	Year of study 1, Semester 2
Major	Bachelor degree
ECTS credits	5 (Statistics: 3)
Control	Exam
Class-room hours	60 hours (of them: lectures – 30 hours, practical or laboratory classes – 30 hours)

Subject overview

The educational activity of each institution of higher education is aimed at training such specialists who could quickly adapt in real conditions and apply in practice the theoretical knowledge obtained during training. In the system of economic education, the place of "Theory of Probability and Statistics" as a discipline is determined by its role in the scientific and practical activities of society. The part of the discipline refers to Statistics, which covers the methodological foundations of statistics, the principles of formation and calculations of the system of socio-economic indicators, methods of studying existing laws, relationships, trends in the development of phenomena and processes.

The main purpose of the study the part of the Statistics is the formation in student's theoretical knowledge's and practical skills in statistical analysis of mass socio-economic phenomena's and processes as a basis for developing and supporting management decisions that provide knowledge about method of collecting, processing and analysis, identification and assessment patterns development and interaction inherently complex socio-economic phenomena's and processes.

Applied practical skills will be developed during the study of the discipline with the use of information technology tools (MS Excel, SPSS, etc.), acquiring the skills of statistical research and analysis of social-economic phenomena's and processes for the adoption effective management decisions.

Lectures:

1. Methodological principles of statistics.
2. Statistical observation.
3. Compilation and grouping of statistical data. Statistical tables.
4. Summarizing statistical indicators.
5. Analysis of distribution series.
6. Analysis of concentration, differentiation and distribution similarity.
7. Selective method in management.
8. Statistical methods of measuring relationships.
9. Analysis of the intensity of dynamics.
10. Analysis of development trends and seasonal fluctuations.
11. Index analysis in the management system.
12. Graphic method in management.

Classes:

(practical, laboratory classes)

1. Methodological principles of statistics.
2. Statistical observation.
3. Summary and grouping of statistical data. Statistical tables.
4. Summarizing statistical indicators.
5. Analysis of distribution series.
6. Analysis of concentration, differentiation and similarity of distributions.
7. Selective method in management.
8. Statistical methods of measuring relationships.
9. Analysis of the intensity of dynamics.
10. Analysis of development trends and seasonal fluctuations.
11. Index analysis in the management system.
12. Graphic method in management.

PSYCHOLOGY OF SUCCESS

Department of Psychology

Faculty of Humanities and Pedagogy

Specialty 075 Marketing

Lecturer	Shmargun Vitalii
Term	3 rd year, 1st semester
Major	Bachelor or Master degree
ECTS credits	4
Control	Exam
Class-room hours	60 hours (of them: lectures – 30 hours, practical or laboratory classes – 30 hours)

Subject overview

Success is one of the important values of life. The purpose of the course: to consider the applied aspects of this problem, which has always worried man and is connected with the social nature of the individual. Future specialists must form a positive attitude to personal success in life, which is extremely necessary both for society (creating jobs, raising the standard of living, providing important services to the population) and for the individual himself, because it ensures a dignified and comfortable life. Orientation to success is a conscious behavior aimed at the implementation of social norms and values.

Lectures:

1. Category of success in psychology.
2. Examples of successes and failures.
3. Psychological features of communicative interaction in interpersonal contacts and professional activity.
4. The level of trust in society as an influential factor in economic development.
5. National mentality.
6. A playful approach to life.
7. Psychological traits of a successful person.
8. Theory of contracts.

Classes:

(practical, laboratory classes)

1. Concepts of "success" and "success" in psychology.
2. The psychological meaning of success and failure.
3. Communicative interaction.
4. Psychological significance of public trust.
5. Psychological significance of national mentality.
6. Game approach to life and uncertainty.
7. Psychological traits and abilities of a successful person.

RISK MANAGEMENT

Department of Administrative Management and International Activity

Faculty of Agricultural Management

Lecturer	Dr. Olena KOVTUN, Associate Professor
Term	7 semester
Major	Bachelor
ECTS credits	4
Control	Exam
Class-room hours	120 hours (of them: lectures – 15 hours, practical classes – 30 hours)

Subject overview

The main role of Risk management tools is to neutralize the potential of risk for marketing by identifying, assessing, and addressing or mitigating risk before it happens. This course is a self-contained introduction to probabilistic and statistical methods in risk management..

You will learn about the process and outcome of a risk assessment at local area and national levels; Risk assessment and management capacity profiles in the country; Qualitative and Quantitative Methods commonly used to assess and prioritize risks. This course aims to provide hands-on experience implementing these methods.

Understanding the nature of Risks and how it can be assessed and managed is essential to safeguard the welfare of people.

All theoretical materials will be implemented on Excel using financial data.

Lectures:

1. Overview of Risk Management Course. Types of Business Risks. Classification of Risks. Risk Factors and Functions. Risks in Agribusiness
2. Ukraine in the World Risk ranks.
3. Risk Map.
4. Calculation of business risk. Gaussian curve. Break-even point analysis, CVP (Costs-Volume-Profit) Analysis.
5. Game Theory - risk optimization in a conflict situations. Prisoner's Dilemma, Survival Bias.
6. Decision Analysis. Sensitivity Analysis.
7. Decision Tree.
8. Risk management at the enterprise: making a risk management strategy. ERM: Enterprise Risk Management (COSO, FERMA, ISO 31000).

Practical classes:

1. Discussion of main types of risk and evaluation the methods and tools used by firms. to manage risks. Representation of uncertainty by probability.
2. Ukraine in the World Risk ranks: Political Risks, Economic Freedom etc.
3. Risk mapping: group work, presentations. Cases: Microsoft; Lipton; Your Company.
4. Calculation of Business risk by the amount of possible losses, by the probability of unpredictable losses. Cases.
5. Discussion of Game Theory as it applies to specific practical examples. Team building exercises based on Prisoner's Dilemma (co-operative or selfish behavior).
6. Decision Analysis: Framing Decision Problems and Scenarios. Risk profile and Risk appetite and tolerance. Sensitivity Analysis for P&L report, Sensitivity Analysis using MS Excel.
7. TreePlan Software for Decision Analysis.
8. ERM: identification of different players role in ERM development and implementation.

STARTING OWN BUSINESS

Department of Administrative Management and Foreign Economic Activity

Faculty of Agrarian Management

<i>Lecturer</i>	Tiurina Alona A., Associate Professor, Ph.D. in Economics
<i>Term</i>	Semester 4
<i>Major</i>	Bachelor degree
<i>ECTS credits</i>	5
<i>Control</i>	Exam
<i>Class-room hours</i>	60 hours (of them: lectures – 30 hours, practical or laboratory classes – 30 hours)

Subject overview

Discipline "Starting of own business" forms economic thinking of business professionals, entrepreneurial approach to economic activity, elaborates on the features of rational organization of agricultural enterprises of various forms of ownership and management, conducting agricultural production and entrepreneurial activity. The main purpose of studying the discipline is for students to master the theory of entrepreneurship, the formation of modern economic thinking, the acquisition of practical knowledge and skills for effective work in the chosen field.

The purpose of studying the course is to equip future specialists with scientific and practical knowledge on the effective organization of entrepreneurship in market relations. The task of the discipline is to teach students how critically analyse their own business ideas, navigate the legal framework and choose the most appropriate organizational and legal form of the enterprise. Students learn modern ways of starting their own business.

Lectures:

1. Entrepreneurial activity in a market economy.
2. Generation and viability of an entrepreneurial idea.
3. Design thinking in business.
4. Business entities.
5. The mechanism of establishing your own business.
6. Marketing in business.
7. Business planning.
8. Financial resources of the entrepreneur.
9. Mechanism of attracting investment for doing business.

10. Pitching an entrepreneurial idea.
11. Features of taxation in business.
12. Accounting in business.
13. Risks in business.
14. Features of farms organization.
15. Sustainable development of business.

Classes:

(practical, laboratory classes)

1. Self-analysis: own values and mission.
2. Generation and viability of an entrepreneurial idea.
3. Empathy map and client portrait.
4. The sequence of establishing one's own business: founding documents.
5. Search for alternatives, analysis of competitors.
6. Forming a value proposition.
7. Business planning (Marketing plan).
8. Business planning (Production plan).
9. Group dynamics and formation of an organizational plan.
10. Business planning (Financial plan).
11. Pitching a business idea.
12. Accounting and tax accounting: reporting.
13. PEST analysis.
14. Assessment of risks in entrepreneurship.
15. Measuring the environmental and social impact of business.

SYSTEMS OF TECHNOLOGIES: CROP PRODUCTION

Department of Plant Science
Department of Agricultural Machines and System Technologies named
after Academician P.M. Vasylenko

Agrobiological Faculty
Mechanical and Technological Faculty
Specialty 075 Marketing

Lecturer	Bohdan Mazurenko Volodymyr Onyschenko
Term	1
Major	Bachelor degree
ECTS credits	4
Control	Exam
Class-room hours	60 hours (of them: lectures – 30 hours, practical or laboratory classes – 30 hours)

Subject overview

The main purpose of the discipline is to provide knowledge and skills for the rational selection and effective application of various technological elements aimed at increasing crop productivity, reducing production costs, and enhancing the competitiveness of the obtained agricultural products. The key tasks include acquiring practical skills in producing high-quality, environmentally friendly products with minimal energy and labor costs while maximizing the output per unit of time and unit of area. This requires wide implementation of variety-based, intensive, energy- and resource-efficient, and environmentally sustainable technologies. It also involves the ability to align the cultivation of agricultural crops with market demands. The discipline covers theoretical foundations of occupational safety, legal aspects of occupational safety for workers in plant production, safety techniques in plant production, and fire safety in plant production.

Lectures:

1. Plant science as a discipline and branch of agriculture. The state of modern crop production in Ukraine and the world.
2. Cereals is a basis of crop production.
3. Organizational principles of effective winter wheat cultivation.
4. Early and late spring cereals – organizational principles of effective cultivation.
5. Legumes. Management in cultivation technologies of peas and soybean.

6. Tuber crops. general characteristics features at management of production.

7. Root crops. Sugar beets is a main raw material for sugar production.

8. The place of oil crops in Ukraine and the world. Choosing a crop and management in its cultivation.

9. Sunflower and rapeseed – the main oil crops of Ukraine and the world.

10. General issues of the discipline. Tractors and cars. Machines for tillage, fertilization and planting of crops.

11. Machines for plant protection, green harvesting and harvesting of cereal crops.

12. Machines for post-harvest processing of cereals, harvesting corn and potatoes.

13. Machines for harvesting root crops of beets, flax, vegetables and fruit and berry crops.

Classes:

(practical, laboratory classes)

1. General characteristics of cereal crops.

2. Characteristics of crops and their growth phases.

3. Botanical and morphological characteristics of wheat.

4. Morphological structure of corn.

5. Legume crops. Features of growth and development.

6. Potatoes. Botanical characteristics.

7. General characteristics of root vegetables.

8. Characteristics of representatives of the oil crop group.

9. Sunflower. Morphological structure.

10. General issues of the discipline. Tractors and cars. Machines for tillage, fertilization and planting of crops.

11. Machines for plant protection, green harvesting and harvesting of cereal crops.

12. Machines for post-harvest processing of cereals, harvesting corn and potatoes.

13. Machines for harvesting root crops of beets, flax, vegetables, fruits and berry crops.

TECHNOLOGY SYSTEMS: ANIMAL HUSBANDRY

Department of Labor Protection and Biotechnical Systems in Animal Husbandry

Mechanical and technological faculty
Specialty 075 Marketing

Lecturer	As.prof Victor Rebenko
Term	1
Major	Bachelor degree
ECTS credits	1
Control	Exam
Class-room hours	24 hours (of them: lectures – 12 hours, practical or laboratory classes – 12 hours)

Subject overview

The section of the discipline Technology Systems: Animal Husbandry – Mechanization of Animal Husbandry allows to provide future specialists with knowledge of the general structure and principle of operation of machines, equipment, units and installations used in livestock enterprises, as well as methods of efficient use of technical means.

As a result of studying the section, the student will know the general structure and workflow of means of mechanization of technological processes in animal husbandry, be able to justify the choice of means for specific production conditions, as well as give an economic assessment of machines at the stages of analyzing the current state and developing new design solutions.

The section of the discipline Technology Systems: Animal Husbandry - Occupational Safety and Health allows future specialists to provide knowledge of the organizational principles of labor protection in animal husbandry, identification of hazards and harmful effects during work and development of measures to reduce production risks.

As a result of studying the section, the student will know the requirements for labor protection and methods of improving working conditions in animal husbandry, be able to find and analyze hazards, justify the choice of labor protection equipment and measures, and make an economic assessment of the decisions made.

Lectures:

Section Mechanization of Animal Husbandry

1. Fundamentals of livestock mechanization. Equipment for keeping and caring for animals.
2. Mechanization of loading, preparation and distribution of feed.
3. Mechanization of water supply and animal watering. Mechanization of manure cleaning and utilization.
4. Mechanization of obtaining of animal products.

Labor protection section

5. Basics of labor protection.
6. Basic safety and hygiene requirements in animal husbandry.

Classes:

(practical, laboratory classes)

Section Mechanization of Animal Husbandry

1. Equipment for animals keeping and microclimate creation.
2. Machines for feed preparation.
3. Equipment for watering systems and manure cleaning.
4. Milking and shearing machines.

Labor protection section

5. Documentation on labor protection
6. Determination of dangerous production factors

TECHNOLOGY SYSTEMS: CROP PRODUCTION
(Labor protection section)

Department of Labor Protection and Biotechnical Systems in Animal Husbandry

Mechanical and technological faculty
Specialty 075 Marketing

Lecturer	As. prof Victor Rebenko
Term	1
Major	Bachelor degree
ECTS credits	1
Control	Exam
Class-room hours	8 hours (of them: lectures – 4 hours, practical or laboratory classes – 4 hours)

Subject overview

The section of the discipline Technology Systems: Crop Production-Occupational Safety and Health allows future specialists to provide knowledge of the organizational principles of labor protection in crop production, identification of hazards and harmful effects during work and development of measures to reduce production risks.

As a result of studying the section, the student will know the requirements for labor protection and methods of improving working conditions in crop production, be able to find and analyze hazards, justify the choice of labor protection equipment and measures, and make an economic assessment of the decisions made.

Lectures:

1. Basics of labor protection.
2. Basic safety and hygiene requirements in crop production.

Classes:

(practical, laboratory classes)

1. Documentation on labor protection.
2. Determination of dangerous production factors.