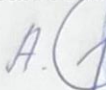# NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE

Department of Statistics and Economic Analysis

"CONFIRMED"

Dean of the Economic faculty,

А. _____ Anatoliy DIBROVA

"16" May 2024

"APPROVED"

at the meeting of the Department
of Statistics and Economic Analysis
Protocol № 10 from "14" May 2024
Head of the Department

_____ Andriy MUZYCHENKO

"REVIEWED"

Program Coordinator "International Economics"
Program Coordinator
_____ Olena KIREITSEVA

PROGRAM OF THE COURSE
"MARKET ANALYSIS"

Field of knowledge - 05 "Social and behavioral sciences"
Specialty - 051 "Economics"
Educational program - "International Economics"
Economic Faculty
Developers: **Sergiy Kvasha**, Professor of the Department of Global Economy, Doctor of Economic Sciences
Oksana Makarchuk, Associate Professor of the Department of Statistics and Economic Analysis, PhD in Economics

Kyiv – 2024

<p style="text-align:center">Description of the discipline
<u>MARKET ANALYSIS</u></p>

Academic degree, specialty, academic programme	
Field of knowledge	*05 "Social and behavioral sciences"*
Academic degree	*bachelor* *(Bachelor's, Master's)*
Specialty	*051 "Economics"* *Code and Name of specialization*
Academic program	*International economics* *Name of program*
Characteristics of the discipline	
Type	Compulsory
Total number of hours	120
Number of ECTS credits	4
Number of modules	4
Course project (work) (if any)	*Applicable*
Form of assessment	*Exam*

Indicators of the discipline for full-time and part-time forms of university study

	Full-time	Part-time
Year of study	4	
Semester	7	
Lectures	*30 hr.*	*hr.*
Practical classes and seminars	*30 hr.*	*hr.*
Laboratory classes	*hr.*	*hr.*
Self-study	*60 hr.*	*hr.*
Number of hours per week for full-time students	*4 hr.*	

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

Aim of studying the discipline "Market Analysis" is for students to acquire theoretical knowledge and acquire practical analytical skills for analyzing markets, in particular the markets of agro-food products, with their classification according to the characteristics of the supply and demand situation and studying the tools of influence on the market balance. 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 in order 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 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.

In the process of studying the course, students will gain knowledge about approaches to structuring markets based on the features of demand and supply formation, as well as features that depend on domestic production and imports.

As a result of studying the academic discipline, the student must

to know: theoretical and practical foundations of the process of formation of demand and supply in the markets of goods, in particular agricultural products, methods of studying market equilibrium and its influence on economic effects for three groups of economic interests: producers, consumers and the state.

be able to: construct demand and supply curves of agricultural product markets, determine the equilibrium point of markets and the profitability (loss) of production at certain market conditions - with the dominance of demand or supply, analyze the use of instruments of state regulation of markets to achieve the welfare of society.

Acquisition of competences:

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

General competences (GC):
GC 3. Ability to abstract thinking, analysis and synthesis.
GC 4. Ability to apply knowledge in practical situations.
GC 6. Ability to communicate in a foreign language.
GC 7. Information and communication skills technologies.
GC 8. Ability to search, process and analyze information from various sources.
GC 9. Ability to adapt and act in a new situation.
GC 11. Ability to make informed decisions.

Special (professional) competencies (SC):
SC 4. Ability to explain economic and social processes and phenomena based on theoretical models, analyze and meaningfully interpret the obtained results.
SC 6. Ability to apply economic and mathematical methods and models for solving economic problems.

SC 7. Ability to use computer technologies and data processing software to solve economic tasks, information analysis and preparation analytical reports.

SC 9. Ability to predict based on standard theoretical and econometric models of socio-economic processes.

SC 10. Ability to use modern sources economic, social, management, accounting information for drafting official documents and analytical reports.

SC 12. The ability to identify problems independently is economical character when analyzing specific situations, to propose methods of solving them.

Expected Learning Outcomes (ELO):

ELO 5. Apply analytical and methodical toolkit for substantiating proposals and acceptance management decisions by various economic agents (individuals, households, enterprises and by state authorities).

ELO 6. Use professional argumentation for conveying information, ideas, problems and ways to solve them to specialists and non-specialists in the field of economic activity.

ELO 7. Explain models of socio-economic phenomena with view of the fundamental principles and knowledge based understanding of the main directions of the development of economic science.

ELO 8. Apply relevant economic and mathematical methods and models for solving economic problems.

ELO 10. Conduct analysis of functioning and development business entities, to determine functional areas, calculate the corresponding indicators that characterize the effectiveness of their activities.

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

ELO 16. Be able to use data, provide arguments, critically evaluate logic and form scientific conclusions and analytical texts on economics.

ELO 21. To be able to think abstractly, apply analysis and synthesis to identify key economic characteristics systems of different levels, as well as the characteristics of their behavior subjects.

2. Programme and structure of the discipline for:

-full-time form of study.

Modules and topics	weeks	total	l	p	lab	ind	s.st	Total	l	p	lab	ind	s.st
		Number of hours											
		full-time						part-time					
	weeks	total	including					Total	including				
			l	p	lab	ind	s.st		l	p	lab	ind	s.st
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Module 1: *Steps statistical observation and analysis techniques patterns of distribution*													
Topic 1. Theoretical principles of market analysis	1	6	2	2			2						
Topic 2. Macro environment and micro environment in market research	2	8	2	2			4						
Topic 3. Informational aspects of market research	3	10	2	2			6						
Topic 4. Research of the capacity of the market and its segments	4	10	2	2			6						
Topic 5. Market study of conjucture	5	10	2	2			6						
Topic 6. Research of the competitive environment and competitors	6	10	2	2			6						
Topic 7. Market research process	7-8	14	4	4			6						
Total for module 1		68	16	16			36						
Module 2: *Methods of statistical analysis*													
Topic 8. Study of dynamics and stability of market development	9-10	18	6	6			6						
Topic 9. Structure and analysis of agricultural markets of resources, goods and services	11-12	14	4	4			6						
Topic 10. Place of marketing in market research	13-14	10	2	2			6						
Topic 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	15	10	2	2			6						
Total for module 2		52	14	14			24						
Total hours		120	30	30			60						
Course project on Market Analysis													

3. Topics of laboratory (practical, seminar) classes

№	Topic title	Hours
1	Topic 1. Methodological principles of market analysis.	2
2	Topic 2. Macro environment and micro environment in market research.	2
3	Topic 3. Informational aspects of market research.	2
4	Topic 4. Research of the capacity of the market and its segments. The study of demand and supply as an important element of the study of market capacity.	2
5	Topic 5. Market study of conjucture. Characteristics of economic indicators. Forecasting the market situation.	2
6	Topic 6. Research of the competitive environment and competitors. Analysis of competitive strategies.	2
7	Topic 7. Market research process. Research of a separate agricultural market according to D. Aker.	4
8	Topic 8. Study of dynamics and stability of market development.	6
9	Topic 9. Structure and analysis of agricultural markets of resources, goods and services.	4
10	Topic 10. Place of marketing in market research.	2
11	Topic 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.	2
Total hours		30

4. Topics for self-study

№	Topic title	Hours
1.	Topic 1. Methodological principles of market analysis.	2
2.	Topic 2. Macro environment and micro environment in market research.	4
3.	Topic 3. Informational aspects of market research	6
4.	Topic 4. Research of the capacity of the market and its segments.	6
5.	Topic 5. Market study of conjucture. Characteristics of economic indicators. Forecasting the market situation.	6
6.	Topic 6. Research of the competitive environment and competitors. Analysis of competitive strategies.	6

7.	Topic 7. Market research process.	6
8.	Topic 8. Study of dynamics and stability of market development.	6
9.	Topic 9. Structure and analysis of agricultural markets of resources, goods and services.	6
10.	Topic 10. Place of marketing in market research.	6
11.	Topic 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.	6
Total hours		**60**

5. **Tools for assessing expected learning outcomes:**

 - exam;
- tests;
- calculation works;
- defence of practical works.

6. Teaching methods

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastery of the system of professional knowledge, skills and abilities, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:
- verbal method (lecture, discussion, interview);
- practical method (practical classes);
- visual method (illustration method, demonstration method);
- video method (remote, multimedia, web-oriented, etc.);
- work with educational and methodical literature (summary, theses, annotation);
- independent work (task performance)
- individual research work of students of higher education.

7. Assessment methods
There are distinguish following assessment methods:
- exam;
- oral or written survey;
- modular testing;
- presentations and speeches at scientific and practical events.

8. Distribution of points received by students

The assessment of students' knowledge and skills is conducted by means of a 100-point scale and is converted into national grades according to Table 1 of the current *Exam and Credit Regulations at NULES of Ukraine*.

Student's rating, points	National grading of exams and credits	
	exams	credits
90-100	excellent	pass
74-89	good	
60-73	satisfactorily	
0-59	unsatisfactorily	fail

To determine a student's rating in the discipline **RDIS** (up to 100 points), the received assessment rating **RA** (up to 30 points) is added to the academic performance raiting **RAP** (up to 70 points): **RDIS** = **RAP** + **RA**.

9. Teaching and learning aids
1. e-learning course of the discipline. URL: https://elearn.nubip.edu.ua/course/view.php?id=4648
2. Abstracts of lectures and their presentations (in electronic form). URL: https://elearn.nubip.edu.ua/course/view.php?id=4648

10. Recommended sources of information

1. Basic Statistics. Electronic source: https://www.adb.org/publications/basic-statistics-2017.
2. FAS-USDA. URL: https://www.fas.usda.gov/commodities
3. Hague P. A practical guide to market research. Доступ: https://www.b2binternational.com/publications/practical-market-research/
4. 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.
5. 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 https://www.scopus.com/authid/detail.uri?authorId=57173048500
6. Marketing.vc : база маркетингової інформації. Офіційний сайт Alliance Capital Management. URL : http://marketing.vc/
7. Аграрні ринки. URL: http://www.amis-outlook.org/
8. Варенко В.М. Основи аналітики: навчальний посібник. Ліра-К, 2022. 248 с.

9. Іванечко Н., Борисова Т., Процишин Ю. та ін. Маркетинг [Електронний ресурс] : навч. посіб. ; за ред. Н. Р. Іванечко. Тернопіль : ЗУНУ, 2021. 180 с.

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11. Козирєва О.В., Федорова В.О. Статистика: навчальний посібник. Х.: Видавництво Іванченка І.С., 2021. 187 с.

12. Котлер Ф. Основи Маркенгу. Класичне видання. 2023. 662 с.

13. Літвінов Ю.І. Ціноутворення в умовах ринку. Центр учбової літератури, 2022. 400с.

14. 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.

15. Мармоза А.Т. Економічна статистика: Навч. посібник. К.: ЦУЛ, 2019.-600 с.

16. Мармоза А.Т. Практикум з теорії статистики і сільськогосподарської статистики: Навч.посіб. – Центр навчальної літератури, 2019. 664 с.

17. Офіційний сайт Державної служби статистики України. URL: http://ukrstat.gov.ua/

18. Офіційний сайт Євростату. URL: http://epp.eurostat.ec.europa.eu/portal/page/portal/ eurostat/home

19. Офіційний сайт Кабінету Міністрів України. URL: http://www.kmu.gov.ua/control/

20. Офіційний сайт Міністерства економічного розвитку і торгівлі України. URL: http://www.kmu.gov.ua

21. Офіційний сайт Продовольчої та сільськогосподарської організації ООН (ФАО). URL: http://www.fao.org/

22. Офіційний сайт Світового банку. URL: http://www.worldbank.org/

23. Полторак В.А., Тараненко І.В., Красовська О.Ю. Маркетингові дослідження: навчальний посібник. Центр учбової літератури. 2019. 356 с.

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25. Статистичні дані по країнам світу. URL : http://www.iea.org