



Lecturer of the discipline
Lecturer's contact information (e-mail)
URL of the e-learning course on the
NULES e-learning portal

SYLLABUS OF AN ACADEMIC DISCIPLINE **«MARKET ANALYSIS»**

Academic degree – Bachelor's
Specialty 051 “Economics”
Academic programme “International Economics”
Year of study 4, **семестр** 7
Form of study full-time (full-time, extramural)
Number of ECTS credits 4
Language of instruction English (Ukrainian, English, German)

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ACADEMIC DISCIPLINE DESCRIPTION

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.

Competences of the discipline:

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 competencies (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.

ACADEMIC DISCIPLINE STRUCTURE

Topic	Hours (lectures/labs, practical classes, seminars)	Learning outcomes	Tasks	Assessment
Semester 7				
Module 1				
Topic 1. Theoretical principles of market analysis	2/2	Know the methodological principles of market analysis. Be able to collect information for market analysis. Know the theoretical foundations of supply and demand, be able to construct supply and demand curves. Understand the concept of market mechanism. Changes in the market equilibrium. Elasticity of supply and demand. Consequences of government intervention - control over prices. Know the main stages of agricultural market research. Market research according to D. Aker. SWOT and PEST analyzes as necessary components of micro- and macro-environment studies.	Delivery of laboratory or practical work. Writing tests, essays. Doing independent work (including in elearn system) Problem solving, etc.	Execution and delivery of practical works - credited. Module: descriptive part 100; test part 30 * 0.1; Independent work - according to the evaluation journal in eLearn
Topic 2. Macro environment and micro environment in market research	2/2			
Topic 3. Informational aspects of market research	2/4			
Topic 4. Research of the capacity of the market and its segments	2/2			
Topic 5. Market study of conjuncture	2/2			
Topic 6. Research of the competitive environment and competitors	2/4			
Topic 7. Market research process	2/2			
Module 2				
Topic 8. Study of dynamics and stability of market development	2/2	To analyze the dynamics, stability and fluctuations of the market.	Delivery of laboratory or practical work. Writing tests, essays. Doing independent work (including in elearn system) Problem solving, etc.	Execution and delivery of practical works - credited. Module: descriptive part 100; test part 30 * 0.1; Independent work -
Topic 9. Structure and analysis of agricultural markets of resources, goods and services	6/6	It is practical to use the main methods of forecasting market development. Assess and analyze the cyclicity and seasonality of the market		
Topic 10. Place of marketing in market research	4/4			
Topic 11. Analysis of the impact on the markets of agricultural products of Ukraine's membership in the WTO and cooperation	2/4	To be able to analyze the factors determining the state and development of the market. Know the structure of agricultural markets.		

within the framework of the Deep comprehensive free trade area with the EU		Analyze agricultural markets using statistical methods. Advantages and disadvantages of Ukraine's membership in the World Trade Organization. Advantages and risks for agriculture in terms of membership in the WTO and cooperation with the EU within the framework of the Deep comprehensive free trade area.		according to the evaluation journal in eLearn
Total for 7th Semester				70
Examination				30
Total for the course				100

ASSESSMENT POLICY

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

SCALE FOR ASSESSING STUDENTS 'KNOWLEDGE AND SKILLS

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

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.
10. Карпов В., Шевченко-Перепьолкіна Р., Горбаченко С. Аналіз та прогнозування ринової кон'юнктури. Київ: Кондор, 2019 р. 320 с.
11. Козирева О.В., Федорова В.О. Статистика: навчальний посібник. Х.: Видавництво Іванченка І.С., 2021. 187 с.

12. Котлер Ф. Основи Маркетингу. 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. Полтораки В.А., Тараненко І.В., Красовська О.Ю. Маркетингові дослідження: навчальний посібник. Центр учбової літератури. 2019. 356 с.
24. Статистика: основи теорії та практикум: Навчальний посібник. Колектив авторів: Григорків В.С., Вінничук О.Ю., Григорків М.В., Маханець Л.Л. Чернівці : Чернівець. нац. ун-т, 2022. 304 с.
25. Статистичні дані по країнам світу. URL : <http://www.iea.org>