



COURSE SYLLABUS **«MARKET ANALYSIS»**

Degree of higher education – Bachelor
Specialty: 051 “Economics”
Academic programme “International Economics”
Academic year 4, семестр 7
Form of Study Full-time (full-time, extramural)
Number of ECTS credits 4
Language of instruction English (Ukrainian, English, German)



Lecturer of the course

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Course page on eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=4803>



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COURSE DESCRIPTION

The purpose of studying the discipline "Market Analysis" is for students to acquire theoretical knowledge and acquire practical analytical skills for analysing 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.

Acquisition of competencies:

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

General competencies (GC):

GC 7. Information and communication skills technologies.

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

Special (professional) competencies (SC):

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

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

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

Program learning outcomes (PLO):

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

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

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

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

ACADEMIC DISCIPLINE STRUCTURE

Topic	Hours (lectures /labs, practical classes, seminar s)	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.	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	2/2			
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	2/2			
Module 2				
Topic 7. Market research process	4/4	To 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. To analyze the dynamics, stability and fluctuations of the market. It is practical to use the main methods of forecasting market development. Assess and analyze the cyclicity and seasonality of the market To be able to analyze the factors determining the state and development of the market. Know the structure of agricultural markets. 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	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 8. Study of dynamics and stability of market development	6/6			
Topic 9. Structure and analysis of agricultural markets of resources, goods and services	4/4			
Topic 10. Place of marketing in market research	2/2			
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	2/2			

		membership in the WTO and cooperation with the EU within the framework of the Deep comprehensive free trade area.	
In total for the 4th semester, $0.7 \cdot (R(1)CM + \dots + R(n)CM)$ educational work			70
Opportunity to get extra points	Additional points can be achieved for presentation and participation in a student conference, article publication, participation in the 1st round of the olympiads, etc.		up to 10
Exam			30
Total for the course $R_{course} = R_{edw} + R_{ex}$			100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i>Academic honesty policy:</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i>Attendance policy</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited

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. Mazur K., Babyna O., Babyn I., Germaniuk N., Harbar Z., Harbar V., Hontaruk Y., Bondarenko V., Krasnyak O., Kubai O., Kvaterniuk A., Lohosha R. Marketing research of agricultural enterprises: theoretical and practical aspects. Monograph. Primedia eLaunch, Boston, USA, 2022. 336 p.
8. Аграрні ринки. URL: <http://www.amis-outlook.org/>
9. Варенко В.М. Основи аналітики: навчальний посібник. Ліра-К, 2022. 248 с.
10. Іванечко Н., Борисова Т., Процишин Ю. та ін. Маркетинг [Електронний ресурс] : навч. посіб. ; за ред. Н. Р. Іванечко. Тернопіль : ЗУНУ, 2021. 180 с.
11. Карпов В., Шевченко-Перепьолкіна Р., Горбаченко С. Аналіз та прогнозування ринової кон'юнктури. Київ: Кондор, 2019 р. 320 с.
12. Кваша С. М., Мельник Н.В. Імперативи формування кон'юнктури ринку біоенергетичних видів палива. Наукові горизонти, № 11 (84). 2019. С. 13–22.
13. Кваша С.М., Вакуленко В.Л., Павленко О.М., Юнтао Л. Ретроспективний аналіз споживчого кошика населення та зміни в споживанні продуктів харчування населенням України. Економічний простір, (190). 2024, С. 330-334. DOI: <https://doi.org/10.32782/2224-6282/190-59>
14. Кваша С.М., Павленко О.М., Вакуленко В.Л. Розвиток зовнішньоекономічної діяльності аграрного сектору економіки України в умовах воєнного стану. Наукові праці Міжрегіональної Академії управління персоналом. Економічні науки, № 2 (74). 2024. DOI: <https://doi.org/10.32689/2523-4536/74-5>
15. Кваша С.М., Павленко О.М., Вакуленко В.Л., Мороз М.А. Аналіз наявності запасів зерна в державних ресурсах України як показника продовольчої безпеки. Економічний простір. 2024. № 189, С. 344-348.
16. Козирєва О.В., Федорова В.О. Статистика: навчальний посібник. Х.: Видавництво Іванченка І.С., 2021. 187 с.
17. Котлер Ф. Основи Маркетингу. Класичне видання. 2023. 662 с.
18. Літвінов Ю.І. Ціноутворення в умовах ринку. Центр учбової літератури, 2022. 400с.
19. 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.
20. Мармоза А.Т. Економічна статистика: Навч. посібник. К.: ЦУЛ, 2019.-600 с.
21. Мармоза А.Т. Практикум з теорії статистики і сільськогосподарської статистики: Навч.посіб. – Центр навчальної літератури, 2019. 664 с.
22. Офіційний сайт Державної митної служби України. URL: <https://customs.gov.ua/>
23. Офіційний сайт Державної служби статистики України. URL: <http://ukrstat.gov.ua/>

24. Офіційний сайт Євростату. URL:
<http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home>
25. Офіційний сайт Кабінету Міністрів України. URL:
<http://www.kmu.gov.ua/control/>
26. Офіційний сайт Міністерства аграрної політики та продовольства України. URL: <https://minagro.gov.ua/>
27. Офіційний сайт Міністерства економіки України. URL:
<https://www.me.gov.ua/?lang=uk-UA>
28. Офіційний сайт Продовольчої та сільськогосподарської організації ООН (ФАО). URL: <http://www.fao.org/>
29. Офіційний сайт Світового банку. URL: <http://www.worldbank.org/>
30. Полторак В.А., Тараненко І.В., Красовська О.Ю. Маркетингові дослідження: навчальний посібник. Центр учбової літератури. 2019. 356 с.
31. 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.
32. Статистичні дані по країнам світу. URL : <http://www.iea.org>