

# SYLLABUS

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**INTERNATIONAL EUROPEAN  
UNIVERSITY**



**EUROPEAN SCHOOL  
OF BUSINESS**



# SYLLABUS



Course Name				
		Commercial activities		
Lecturer (s)				
		Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration		
Lecturer's profile				
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin</a>		
Consultations				
online consulting		Friday 2 p.m. – 3 p.m.		
offline consulting		Second Tuesday of the month 3 p.m. – 4 p.m.		
Contact number				
		+380 50 690 60 60		
E-mail				
		romanhalenin@ieu.edu.ua		
Discipline page				
		<a href="https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat">https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat</a>		
Form of final control	test	def. test	exam	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	



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## 1 Brief discipline annotation

This academic discipline implies comprehensive deepening of knowledge, mastering of theoretical knowledge and practical skills in the modern commodity circulation to ensure its efficient functioning; development of relevant views on the possibilities of managing commercial activities of intermediary enterprises in order to shift to advanced technologies, strategies, techniques of procurement and sale of goods; use and application of modern forms, methods of commercial operations to effectively conduct commercial activities of intermediary enterprises; development and implementation of an integrated approach to the efficient organization of commercial activities of intermediary enterprises; definition and analysis of the purpose, objectives and practice of commercial activities of intermediary enterprises from the perspective of the state, branches of production, enterprises and consumers; identification of regularities and trends in the development of modern trade in challenging conditions of modern market economy in order to creatively use these regularities and trends for the effective implementation of trade processes in commodity circulation.

## 2 Background for studying discipline

While studying the discipline, students will learn the basics of commercial activity as a science, its subject, methods and functions.

## 3 Goal and objectives of the discipline

The goal of the Commercial activities academic discipline is to provide students with knowledge about the principles of organization and planning of commercial activities of enterprises in market conditions, as well as appropriate practical skills and abilities.

Key objectives of the Commercial activities discipline

- to learn the basics of commercial activities as a science, its subject, methods and functions;
- to analyze the regularities of market economy development as a basis for the functioning of various modern economic systems;
- characteristics of the main features and particularities of the development of commercial activities;
- to reveal the regularities of social reproduction, economic growth and cyclical fluctuations in the economy;
- modern processes of economic relations and ways of solving problems in commerce.

## 4 Learning outcomes

PLO 5. To describe the content of functional areas of organization operations.

PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 8. To apply management methods for ensuring efficient organization operations.

PLO 12. To assess legal, social and economic consequences of organization functioning.

PLO 20. To show skills in applying information, communication and innovative technologies.

## 5 ECTS credits

3 ECTS credits / 90 academic hours

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		l	p	lab.	ind.	i. w.		l	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content section 1. Goods and services market as an area of commercial activities of enterprises</b>												
Topic 1. Concept, essence and objectives of commercial activities of enterprises	10	2	2	-	-	6	11	1	-	-	-	10
Topic 2. Subjects and objects of commercial activities	10	2	2	-	-	6	11	1	-	-	-	10
Topic 3. Functions of commercial services of enterprises	9	2	1	-	-	6	10	-	-	-	-	10
Topic 4. Research of the goods and services market	9	2	1	-	-	6	10	-	-	-	-	10
<i>Test work No. 1</i>	8	-	2	-	-	6	-	-	-	-	-	-
<b>Total per content section 1</b>	<b>46</b>	<b>8</b>	<b>8</b>	-	-	<b>30</b>	<b>42</b>	<b>2</b>	-	-	-	<b>40</b>
<b>Content section 2. Commercial organization</b>												
Topic 5. Organization and planning of procurement activities of enterprises	10	2	2	-	-	6	12	-	1	-	-	11
Topic 6. Organization and planning of sales activity of the enterprise	10	2	1	-	-	7	12	-	1	-	-	11
Topic 7. Organization of commercial supply and sales relations	10	2	1	-	-	7	12	-	1	-	-	11
Topic 8. Formation of the range of products of industrial enterprises	10	2	2	-	-	6	12	-	1	-	-	11
<i>Test work No. 2</i>	4	-	2	-	-	2	-	-	-	-	-	-
<b>Total per content section 2</b>	<b>44</b>	<b>8</b>	<b>8</b>	-	-	<b>28</b>	<b>48</b>	-	<b>4</b>	-	-	<b>44</b>
<b>Total hours</b>	<b>90</b>	<b>16</b>	<b>16</b>	-	-	<b>58</b>	<b>90</b>	<b>2</b>	<b>4</b>	-	-	<b>84</b>



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## List of obligatory tasks

1. Concept, essence and objectives of commercial activities of enterprises
2. Subjects and objects of commercial activities
3. Functions of commercial services of enterprises
4. Research of the goods and services market
5. Organization and planning of procurement activities of enterprises
6. Organization and planning of sales activity of the enterprise
7. Organization of commercial supply and sales relations
8. Formation of the range of products of industrial enterprises

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## List of selective tasks

1. Factors of macro- and micro-environment of commercial activities.
2. Particularities of commercial activities at industrial enterprises.
3. The mechanism of procurement of material and technical resources.
4. Research of consumers, competitors and goods.
5. Coding of goods.
6. Documentation of material responsibility.
7. Norming and planning of inventories.
8. Accounting and analysis of inventories
9. Evaluating the efficiency of commercial contracts.
10. Strategy and the process of forming the range of products in the store.
11. Trade enterprises, types of their associations and forms of ownership.
12. Rules of sales of certain groups of food and non-food products.
13. The rules of registration of accompanying and shipping documents.
14. Storage of food and non-food goods in warehouses.
15. Placement of goods in bases and warehouses.
16. Technical and economic characteristics of the use of warehouses.
17. Calculating the need for storage space.
18. Goods losses in the warehouse.
19. Receipt and release of goods in the warehouse.
20. Analyzing the efficiency of commodity warehouses.
21. Organization of workplaces in stores.
22. Receiving goods in the store.
23. Study of job descriptions of specialists and employees of the commercial service of the enterprise.
24. Calculating the volume and analyzing the procurement activities of the enterprise.
25. Development of a commercial contract.
26. Insurance of commercial risk.
27. Formation of the range of products in retail trade.
28. Calculation of the characteristics of the efficiency of commercial activities.
29. Study of regulatory acts on trade services.
30. Ways to improve commercial activities of the production and trade enterprise.

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## Discipline features

<b>Period of teaching</b>	<b>Semester</b>	<b>International disciplinary integration</b>	<b>Year of study</b>	<b>Courses: general training/ professional training/elective</b>
1 semester	6th semester	available	3rd year	Elective



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## 10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of an exam is given according to the total rating of students.

**QR Code:** <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating:

**QR Code:** <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

## 11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

**QR Code:** <https://ie.u.edu.ua/docs/050.pdf>

## 12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

## 13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

**QR Code:** <https://ie.u.edu.ua/docs/050.pdf>



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## Academic integrity policy

### Primary:

1. Balaban P.Y. Commercial activities: textbook / P.Y. Balaban. Kharkiv: Svit Knyh, 2019. 452 p.
2. Krykavskiy Y., Pokhylchenko O., Fertch M. Logistics and supply chain management: study guide. Lviv: Lviv Polytechnic Publishing House, 2017. 844 p.
3. Shaleva O.I. E-commerce: guide. K.: Center for Educational Literature, 2017. 216 p.
4. Heraimovych V.L. Educational and methodical complex in the Commercial activities of intermediary enterprises discipline for full-time and part-time students of 075 Marketing specialty. K.: NUBiP of Ukraine, 2022.
5. Riabchyk A.V. Lecture notes in the Commercial activities of intermediary enterprises discipline for students of the Faculty of Agrarian Management, specialty: 075 Marketing, Master's degree (full-time and part-time) / A. V. Riabchyk. - K.: Editorial and Publishing Department of NUBiP of Ukraine, 2015. 120 p.
6. Sabluk O. The essence and principles of commercial entrepreneurship and commercial activities. Scientific Bulletin of V.O. Sukhomlynskyi National University of Mykolaiv. Economic Sciences. 2018. No. 1. P. 74-79.

### Additional literature:

7. Korosteliyov V.A. The role of consulting in business management: Study guide. - K.: IAPM, 2014. 252 p.
8. Kyslyiova Y.N. Organization of commercial activities by industries and areas of application / Y.N. Kyslyiova. - K.: Condor, 2014. 292 p.
9. Babukh I.B. Theoretical approaches to the analysis of commercial activities and its management. Scientific Bulletin of Uzhhorod National University. 2016. Issue 10. Part 1. P. 23-26.
10. Bahorka M.O., Kadyrus I.H., Yurchenko N.I. Marketing approaches in the management of sales activities of wholesale trade enterprises. Entrepreneurship and trade. 2021. No. 8. P. 7-14.
11. Balabanova L.V., Hermanchuk A.M. Commercial activities: marketing and logistics: study guide. Kyiv: Professional Publishing House, 2004. 288 p.
12. Bilan Y. Improving commercial activities of the enterprise. Relevant problems of the national economy, entrepreneurship and management at the present stage: materials of the presentation at the 5th Anniversary International Scientific Conference of Students and Young Scientists (Ternopil, November 12, 2020) / editorial board: O.F. Ovsianiuk Berdadina, Y.A. Bohach, O.I. Zaklekta, et al. Ternopil: ZUNU, 2020. P. 2. P. 347-349.

### Information resources:

1. Official website of the Verkhovna Rada of Ukraine // Electronic resource. – Available at: <https://www.rada.gov.ua>.
2. Official web portal of the Ukrainian Parliament. Legislation of Ukraine // Electronic resource. – Available at: <https://zakon.rada.gov.ua>.
3. Official website of the Vernadsky National Library of Ukraine // Electronic resource. – Available at: <http://www.nbuv.gov.ua>.
4. Official website of the State Committee of Ukraine for Technical Regulation and Consumer Policy // Electronic resource. – Available at: <http://www.dssu.gov.ua>.
5. Library of intelligent forecasting systems: money, currency, economics, marketing, management, securities, exchanges // Electronic resource. – Available at: <http://www.i2.com.ua>.

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## Tips on successful study during the course

### If you want to succeed in this discipline, you should be:

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!