

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name		
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Commodity market infrastructure

Lecturer (s)		
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Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration

Lecturer's profile		
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<https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin>

Consultations	
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online consulting –

offline consulting Monday 11 a.m. – 1 p.m.

Contact number		
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+380 50 690 60 60

E-mail		
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romanhalenin@ieu.edu.ua

Discipline page		
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<https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control	test	def. test	exam
	☐	☐	☒



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1 Brief discipline annotation

The Commodity market infrastructure discipline is the theoretical and practical foundation of the set of knowledge and skills forming the profile of a marketing specialist in understanding the particularities of the commodity market and the specific nature of applying methodological tools of modern market infrastructure in the context of the development of market relations.

2 Background for studying discipline

Subject matter of the Commodity market infrastructure discipline: theoretical and practical aspects of marketing commodity policy and its impact on enterprise operations.

The Commodity market infrastructure discipline is based on the knowledge of the following disciplines: Marketing, Marketing commodity policy, Marketing research, Consumer behavior, Marketing price formation, Marketing of services, etc.

3 Goal and objectives of the discipline

The goal of the Commodity market infrastructure discipline is to enhance students' knowledge of the theory of commodity market infrastructure development, enterprise management in the field of promotion, storage and sale of goods and services, meeting consumer needs.

Key objectives of the discipline:

- to understand the essence and functions of the market infrastructure;
- to master knowledge of organizing and planning enterprise operations on the market;
- to study the system of characteristics of commodity market infrastructure and methods of their formation;
- to acquire the ability to independently make technical and economic calculations related to the analysis and justification of the effective functioning and development of commodity market infrastructure.

4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 7. To use digital information and communication technologies and software products required for the proper implementation of marketing activities and practical application of marketing tools.

PLO 8. To apply innovative approaches to marketing activities of a market entity, adapt flexibly to changes in the marketing environment.

5 ECTS credits

4 ECTS credits / 120 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
Content section 1. Theoretical foundations of commodity market infrastructure												
Topic 1. Commodity market infrastructure: essence, structure and development problems	10	2	1	-	-	7	12	2	-			10
Topic 2. Wholesale trade	8	2	1	-	-	5	10	-	-			10
Topic 3. Intermediary trade on the commodity market	8	2	1	-	-	5	10	-	-			10
Topic 4. Organized commodity markets. Auctions and tenders as forms of organized commodity markets	8	2	1	-	-	5	14	2	2			10
Topic 5. Commodity exchanges	8	2	1	-	-	5	10	-	-			10
Topic 6. Retail trade	8	2	1	-	-	5	5	-				5
Topic 7. Personal selling	9	2	2	-	-	5	10	-	-			10
Total per content section 1	59	14	8	-	-	37	71	4	2			65
Content section 2. Indirect infrastructure elements												
Topic 8. Information activities in the infrastructure complex	13	4	2	-	-	7	12	2	-			10
Topic 9. Leasing	10	2	1	-	-	7	10	-	-			10
Topic 10. Organizational and commercial activities	12	4	1	-	-	7	10	-	-			10
Topic 11. Controlling functions of the infrastructure. Consumer rights' protection system.	13	4	2	-	-	7	5	-	-			5
Topic 12. Competition protection system and its legal principles.	13	4	2	-	-	7	7	-	2			5
Total per content section 2	61	18	8	-	-	35	44	2	2			45
Total hours	120	32	16	-	-	72	120	6	4			110



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List of obligatory tasks

Commodity market infrastructure: essence, structure and development problems
Wholesale trade
Intermediary trade on the commodity market
Organized commodity markets. Auctions and tenders as forms of organized commodity markets
Commodity exchanges
Retail trade
Personal selling
Information activities in the infrastructure complex
Leasing
Organizational and commercial activities
Controlling functions of the infrastructure. Consumer rights' protection system.
Competition protection system and its legal principles.

8

List of selective tasks

1. Commodity market infrastructure as a component of economic theory.
2. Discipline categories and their interrelation.
3. Functions and objectives of the discipline.
4. Genesis of the discipline.
5. Relation between the academic discipline and other disciplines.
6. The concept and content of the market.
7. Prerequisites and conditions for the functioning of market relations.
8. Classification features of markets.
9. Types of markets.
10. Features of the commodity market.
11. Subjects and objects of the commodity market.
12. Forms and methods of commodity market regulation.
13. Types of market processes on the commodity market.
14. Characteristic features, functioning and state of the modern commodity market.
15. The essence and importance of commodity market infrastructure in the market economy.
16. Features of activities of commodity market entities.
17. Elements of commodity market infrastructure.
18. Functions of the infrastructure.
19. Marketing intermediaries as the basis of commodity market infrastructure, their types.
20. Characteristics of assessing the state and development of commodity market infrastructure.
21. Marketing concept of the development of infrastructure subjects.
22. Problems of developing the commodity market infrastructure.
23. The essence and place of wholesale trade in market processes.
24. Functions of wholesale trade.
25. Features of wholesale trade in industrial and technical products.
21. Characteristics of the main types of wholesale trade.
22. Macroeconomic indicators of wholesale trade.
23. Types and organizational and legal forms of wholesale trade enterprises.
24. General characteristics of wholesale trade enterprises.
25. Organization of wholesale purchase of goods.



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8 List of selective tasks

26. Wholesale sale of goods.
27. Indicators of wholesale trade enterprises and methods of their determination.
28. Services of wholesale trade enterprises in accordance with the functions performed.
29. The system of indicators to assess the efficiency of the set of services.
30. Methods for calculating the volume of production and technical services.
31. The essence and types of trade intermediary activities.
32. Trade via trade intermediary structures.
33. Characteristics of intermediary activities.
34. Key types of intermediaries and their functions.
35. Organization of intermediaries' work.
36. Remuneration and motivation of intermediaries.
37. The essence and purpose of information, organizational and commercial activities.
38. Information products and services.
39. Organizational and commercial services: types, organization of provision.
40. Efficiency of information, organizational and commercial services.
41. The essence, signs and forms of retail trade.
42. Functions and services of retail trade entities.
43. Organization of retail trade.
44. Marketing solutions of retail trade.
45. Regulatory and legal framework for retail trade entities.
46. The essence of stock trading and its role in the market economy.
47. Types of exchanges and legal principles of their activities in Ukraine.
48. The procedure for creating and organizing the commodity exchange.
49. Organization and development of exchange trade.
50. Exchange goods.
51. Particularities of exchange transactions at the commodity exchange.
52. Brokerage activities at the commodity exchange.
53. Activities of brokerage offices and independent brokers.
54. Definition and economic importance of leasing.
55. Classification characteristics of types and forms of leasing.
56. The essence and sequence of leasing transactions.
57. Regulatory legal framework for relations between leasing subjects.
58. Economic principles of leasing transactions.
59. Types of leasing payments.
60. Methods for calculating leasing payments.
61. The essence, forms and differences of personal sales.
62. Management of personal selling.
63. The main components of the personal selling process.
64. Sales representatives (agents) and requirements for them.
65. New forms of sales of goods and services

9 Discipline features

Period of teaching	Semester	International disciplinary integration	International disciplinary integration	Courses: general training/ professional training/elective
1 semester	5th semester	available	3rd year	Professional training



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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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14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code:
<https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Shkanova O.M. Commodity market infrastructure: study guide / O.M. Shkanova. K.: Center for educational literature, 2016. 320 p.
2. Commodity market infrastructure: study guide / V.M. Pyliavets, V.V. Ozyrna, V.P. Zaruba – K.: Agrarian Education, 2015. – 255 p.
3. Kuzio N.Y., Kosar N.S., Bilyk I.I. Key trends, problems and prospects of the development of the insurance product market / Problems of legal, financial and economic support for the development of the national economy (sectoral and territorial aspects): collective monograph. Dnipro, 2021. P. 431-447.
4. Kosar N.S., Pankivska Y.M., Kuzio N.Y. Development trends in marketing, sales and communication policy in the context of active development of information technology. Market infrastructure. 2019. Issue 31. P. 281-288. URL: <http://www.market-infr.od.ua/uk/31-2019>.
5. Kosar N.S., Mnykh O.B., Krykavskiy Y.V., Leonova S.V. Marketing research: textbook. Lviv, 2018. 460 p.
6. Lozynskiy V.T., Leonova S.V., Haivanovych N.V., Kosar N.S., Shevtsiv L.Y., Mnykh O.B., Krykavskiy Y.V. Marketing research using SPSS: study guide. Lviv, 2020. 282 p.
7. Valihurskiy D.I. Organization of commercial activities in the market infrastructure. Textbook for Bachelors. 2019. 300 p.
8. Yemeljanov S.A. IT infrastructure of the organization. Study guide. 2021. 146 p.

Additional literature:

1. World market of goods and services: textbook for students of higher education institutions / edited by A.A. Mazaraki, T.M. Melnyk – Kyiv: Kyiv National University of Trade and Economics, 2015. – 720 p.
2. Shkapova O.M. Commodity market infrastructure: study guide. KYIV: IAPM, 2014. 180 p.
3. Prokopenko O.V. Commodity market infrastructure: study guide / O.V. Prokopenko, V.Y. Shkola, O.O. Dehtiarenko, S.M. Makhnusha. K.: Center for educational literature, 2014. 296 p.
4. Tkach A.A. Institutional foundations of market infrastructure: monograph. Kyiv: NAS of Ukraine. United Institute of Economics, 2015. 295 p.
5. Boichyk I.M. Market infrastructure: essence and characteristics / Sustainable development of the economy. 2013. No. 3(20). P. 34-41.
6. Zhezhukha V.Y., Maslak O.O., Maslak V.O. Market infrastructure and its impact on economic growth of production: theoretical and applied principles: monograph. Lviv, 2010. 204 p.
7. Commodity exchanges of Ukraine: analysis of activity, legislative framework, development prospects / Edited by P.T. Sabluk, O.M. Shpychak. K.: Vipol, 2012. 424 p.
8. Savoshchenko A.S. Commodity market infrastructure: Study guide. – K.: KNEU, 2005. – 340 p.
9. Commodity market infrastructure: Study guide / Edited by I.V. Soroka. – K.: Scientific and Methodical Center for Higher Education of the Ministry of Education and Science of Ukraine, Student Center Research and Development Firm, 2002. – 608 p.
10. Shkanova O.M. Commodity market infrastructure: Study guide. – K.: IAPM, 2004. – 254 p.



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15 Recommended sources of information

INFORMATION RESOURCES:

1. www.mr.com.ua
2. Commodity market infrastructure. Edited by prof. O.O. Shubin. URL: http://libfree.com/109530481-marketinginfrastruktura_tovarnogo_rinku__shubin_oo.ht
3. State Statistics Service of Ukraine: <http://www.ukrstat.gov.ua>
4. Ukrainian Association of Marketing: <http://uam.in.ua/>
5. Marketing portal: <http://www.marketing-research.in.ua>
6. Rachynska H.V., Lisovska L.S. System of infrastructural support for small and medium-sized businesses. URL: Available at: http://ena.lp.edu.ua:8080/bitstream/ntb/15904/1/32_211216_Vis_725_Ekonomik_a.pdf.

16 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!