

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL OF BUSINESS

**Finance, Money and Credit
Management EP,
Digital Marketing EP**

2024



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1	Course and educational program
	Finance, Money and Credit Management EP, Digital Marketing EP
2	Course description
	The success and place of subjects of economic relations in the global hierarchy greatly depend on the understanding of global financial processes, information support and the ability to efficiently use cutting-edge financial, monetary and credit tools. Therefore, the training of specialists able to analyze such economic phenomena as finance, money, money market and credit becomes especially relevant for the state aspiring to take its rightful place in the global space. It is also important to notice changes in their functioning and adopt adequate approaches in modern economic policy, while the development of market relations leads to the increase in finance, money and credit in various sectors of the Ukrainian economy. Scientific understanding of finance, money, money circulation, credit, tax and budget relations is a crucial component of professional economic knowledge of students.
3	Prerequisites for studying
	The study of the discipline is the essence of finance, money and credit, their functions in society, their role in the market economy establishment, the composition of the credit system and functions of its individual components, as well as current problems of money circulation and crediting.
4	Number of credits/hours
	4 ECTS credits / 120 academic hours
5	Learning format
	Blended learning
6	Classroom location
	https://dist.ieu.edu.ua/course/view.php?id=515
7	Lecturer's full name
	Nataliia Pryimak , PhD in Economics, Head of the Department of Management, Finance and Business Administration
8	Department
	Department of Management, Finance and Business Administration:





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9 Office location

42V Akademika Hlushkova Ave., Kyiv, room 511

10 Consulting

Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail

11 Lecturer's e-mail address

olhapanchenko@ie.u.edu.ua

12 Course objectives

Key objectives of the Finance, Money and Credit discipline are to find out: the essence of money, its emergence and evolution in terms of market development; regularities of money and credit circulation in the market economy; principles and forms of organization of the modern monetary and credit system; the essence of methods, principles and tools of monetary and credit policy, regularities of financial relations of the state, economic entities and the population; features of national and foreign money and credit market models; characteristics of the loan capital market, money circulation, banks and banking activities; functioning of specialized non-banking institutions; ways of using the regularities of financial relations in the financial practice; trends in national and international financial market development, etc.

13 Role of the academic discipline in achieving program learning outcomes

Specialty: 073 Management

PLO 4. To show skills in defining problems and grounding managerial decisions.

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 while making managerial decisions.

Specialty: 075 Marketing

PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.

PLO 9. To assess risks of marketing activities, define the level of uncertainty of the marketing environment when making managerial decisions.

PLO 10. To explain information, ideas, problems and alternatives for managerial decision making to marketing specialists and non-specialists, representatives of different structural units of a market entity.

14 Learning outcomes

To know:

- the essence and functions of such categories as money, credit, finance, the content of the main theories of money, the concept of money circulation, money flows, money market and monetary systems, the basics of credit, settlement and currency relations;
- measures to overcome inflation, budget deficit.

To be able to:

- analyze the current situation on the national and foreign financial market;
- forecast the future development of financial relations, choose the best possible ways of solving specific financial problems, etc.



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Course content

- Topic 1. Finance as a science: essence, functions, and key components of state finance.
- Topic 2. Financial market: essence and functions.
- Topic 3. Budget and budget system of the state.
- Topic 4. Taxes and tax system of the state.
- Topic 5. Evolution of money, its essence and necessity.
- Topic 6. Functions of money. Types of money and its value.
- Topic 7. Monetary circulation and monetary system.
- Topic 8. Money market: particularities of its functioning and stabilization
- Topic 9. Inflation and monetary reforms.
- Topic 10. The role of credit in the market economy.
- Topic 11. Modern credit systems.
- Topic 12. Specialized credit and financial institutions.

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Books and materials

1. Kovalenko D.I. Finance, money and credit: theory and practice [text]: study guide / D.I. Kovalenko, V.V. Venger – K. : Center for educational literature, 2021. – 578 p.
2. Oryshchyn T. M. Finance: study guide – Ivano-Frankivsk: IFNTUOG, 2018. – 332 p.
3. Shchetynin A.I. Money and credit: study guide / A.I. Shchetynin. – Dnipro: University of Customs and Finance, 2019. – p. 163.
4. Money and credit [Electronic resource]: textbook / O.V. Dziubliuk, B.P. Adamyk, H.R. Balian [et al]; edited by O.V. Dziubliuk: - Ternopil: TNEU, 2018. - 892 p. – Available at: <http://www.tneu.edu.ua/news/13792-vijshov-z-druku-pdruchnik-grosh-takredit.html>
5. Money and credit. Workshop [Electronic resource]: study guide for the 051 Economics specialty, all specializations / compiled by Y.O. Yereshko, M.M. Duchenko, I.M. Kreidych; Igor Sikorsky Kyiv Polytechnic Institute. – Igor Sikorsky KPI, 2018. – 52 p. – Available at: http://ela.kpi.ua/bitstream/123456789/24907/1/groshi_kredit_praktikum.pdf

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Technical requirements for the course

To work on the Finance, Money and Credit course, you need regular access to a computer (or phone) and the Internet.

In order to successfully study and pass the course exam, you should first explore the Moodle distance learning platform and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.

You can use distance platforms only using corporate e-mail.

If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.

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Learning process

The Finance, Money and Credit course consists of lectures and practical classes.

Lectures use the following training methods:

lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.

Practical classes use the following training methods:

questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.



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Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	3 rd semester	available	2 nd year	Professional training

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Assessment policy

You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.

Activities during the semester	Maximum amount of points during the semester
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15
Reports with presentation (3 pcs.)	10
Tests (4 pcs.)	10
Modular test work (2 pcs.)	15
Individual research task (admission to the exam)	10
Total	60

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 exam (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.

The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C		
66-73	D	satisfactory	
60-65	E		
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:



To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle or Classroom distance learning platforms.

You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 511).



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Course 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. 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:



All participants in the educational process rely on the academic integrity principles.

QR Code:



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Late task performance, correction of grades, making up missed classes

Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.

If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.

If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.

Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.



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25 Lecturer's response time

Via corporate e-mail, within 24 hours.

27 Efficient communication

Efficient communication is a two-way street!!!

Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.

28 Policy of publication and distribution of course materials

Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.

Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.

Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.

29 Expected student workload and engagement

During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).

If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.

The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.

30 Support services

E-schedule
Library
Supervisor
Repository
Dean's Office



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Course schedule

Lecture topic	Practical classes
Topic 1. Finance as a science: essence, functions, and key components of state finance.	<ol style="list-style-type: none">1. Oral questioning2. Practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Writing a report6. Tests
Topic 2. Financial market: essence and functions.	<ol style="list-style-type: none">1. Oral questioning2. Practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Writing a report6. Tests
Topic 3. Budget and budget system of the state.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Tests
Topic 4. Taxes and tax system of the state.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Tests
Topic 5. Evolution of money, its essence and necessity.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Tests
Topic 6. Functions of money. Types of money and its value.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Test work
Topic 7. Monetary circulation and monetary system.	<ol style="list-style-type: none">1. Oral questioning2. Solving practical tasks3. Homework tasks4. Checking questions submitted for independent study5. Presentation of reports



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Course schedule

Topic 8. Money market: particularities of its functioning and stabilization	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Solving practical and situational tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Tests</i>
Topic 9. Inflation and monetary reforms.	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Solving practical and situational tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Tests</i>
Topic 10. The role of credit in the market economy.	<ol style="list-style-type: none">1. <i>Solving practical and situational tasks</i>2. <i>Checking questions submitted for independent study</i>3. <i>Homework tasks</i>
Topic 11. Modern credit systems.	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Solving practical and situational tasks</i>3. <i>Homework tasks</i>
Topic 12. Specialized credit and financial institutions.	<ol style="list-style-type: none">1. <i>Test work</i>2. <i>Defense of individual tasks</i>

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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!