INFORMATION REFERENCE

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| **Full name of the discipline** | *Trading and exchange activities* |
| **Type of discipline** | *mandatory* |
| **Semester** | *1* |
| **Number of ECTS credits** | *4* |
| **Level of higher education** | *second (educational and scientific)* |
| **Educational programme** | *Business, trading and stock exchange activities* |
| **Language of instruction, teaching** | *Ukrainian* |
| **ESI/faculty** | *ESI of Economics and Management* |
| **Department** | *Entrepreneurship and business-administration* |
| **Name of lecturer(s)** | Associate Professor, PhD in Economics  Olena VINNYCHENKO |
| **Contacts of lecturer(s)** | *Olena.Vinnichenko@kname.edu.ua* |

**Objective:** to form a system of theoretical knowledge on the legal, economic and organizational principles of trading and exchange activities, to master the tools of exchange trading and to form a system of basic knowledge on the theory and practice of organizing trading and exchange activities.

**Educational components on which it relies:** The study of this discipline directly relies on: basic knowledge and skills acquired by the applicant at other levels of education and determined during the professional entrance examination as sufficient for studying at the educational level “master”

**Content:**

1. Trading and exchange activities in the economy of Ukraine.

2. Organization and conduct of trading activities.

3. Organization and conduct of exchange activities.

**Program learning outcomes:**

PLO 2. Identify, analyze the problems of entrepreneurship and trade and develop measures to address them. PLO 4. Apply business communications to support interaction with representatives of different professional groups. PLO 5. Perform tasks in the field of entrepreneurship and trade professionally, in full and with creative self-realization. PLO 8. Evaluate products, goods, services, as well as processes occurring in business and trade structures, and draw appropriate conclusions for making management decisions. PLO 9. Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business and trade. PLO 10. Solve problematic issues that arise in the activities of business and trade structures under conditions of uncertainty and risks. PLO 12. To be able to apply the acquired knowledge to conduct business and trade activities in the field of city life support, taking into account the peculiarities of local economic development, development of strategies and business plans by business entities. PLO 14. To develop and make decisions aimed at ensuring the efficiency of business entities in the field of trading and exchange activities.

**Learning outcomes:**

LO 2.1 Be able to identify and analyze business and trade problems.

LO 2.2 Be able to justify methods and develop measures to solve problems in the field of business and trade.

LO 4.1 Apply various forms of business communications necessary in professional business, trading and exchange activities to achieve a constructive result in business interaction with representatives of different professional groups.

LO 5.1 Analyze changes in market conditions and formulate appropriate conclusions for performing professional tasks.

LO 8.1 Apply analysis methods to assess the current state and forecast processes and services in business and trade structures.

LO 9.1 Know the methods of effective management of business entities in the field of business and trade.

LO 10.1 Be able to identify and make informed decisions in solving problematic issues that arise in the activities of business and trade structures.

LO 12.1 Apply knowledge to implement a trade strategy in the activities of a trade enterprise in the field of city life support.

LO 14.1 Be able to develop and make informed decisions on the effective management of business entities in the field of trading and exchange activities.

**Teaching methods:** Verbal (oral, written), interactive (discussions), visual (demonstration of illustrative material), practical tasks.

**Methods of control and the procedure for assessing learning outcomes:**

Current control methods are:

– oral or written survey.

– written control (control work);

– testing in a virtual educational environment on the MOODLE platform https://dl.kname.edu.ua/course/view.php?id=3651;

- solving problems;

Methods of module control (by content modules):

- testing using the MS Teams software product or in a virtual educational environment on the MOODLE platform.

Methods of final semester control: carried out in writing, using the MS Teams software or in a virtual educational environment on the MOODLE platform.

**Material and technical and information support:**

**Methodological support**

1. Distance course of the discipline: “Trading and Exchange Activities” https://dl.kname.edu.ua/course/view.php?id=3651

**Recommended literature resources**

1. Entrepreneurship, trade and exchange activity: a textbook / for general ed. O. V. Dymchenko; [AT. V. Dymchenko, O. D. Panova, V. V. Konenko, etc.]; Beketov National University of Urban Economy in Kharkiv, 2022. 432 p. . URL: <https://eprints.kname.edu.ua/62084/>

2. Fundamentals of exchange activity: a textbook / M.O. Solodkyi, N.P. Reznik, V.O. Yavorska: [edited by M.O. Solodkyi]. K.: CP Print. 2017. 450с. URL: http://www.mktek.com.ua/wp-content/uploads/Osnovi-birzhovoyi-diyalnosti.pdf.

3. Trade and exchange activities in Ukraine: problems and development strategies: a collective monograph / edited by T. V. Hrynko. Dnipro. 2018. 404 с. URL: bit.ly/3LcDiCS

4. Entrepreneurship, trade and exchange activities: a textbook / edited by Doctor of Economics, Professor I. Sotnyk, Doctor of Economics, Professor L. Taranyuk. Sumy: University Book Publishing House, 2018. 572 с. URL: http://sites.znu.edu.ua/science-earth/assets/documents/principles/PidruchnykPidpryyemnytstvo-torhivlya-birzhova-diyalnist.pdf.

**Information resources**

* + - 1. Digital repository of Beketov National University of Urban Economy in Kharkiv [Electronic resource]. – Access mode: <http://eprints.kname.edu.ua>

1. Vernadsky National Library of Ukraine: [official website]. Access mode: http:// www.nbuv.gov.ua

**Equipment, equipment, software products**

Distance learning platform Moodle, Office 365, Teams.