

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**



ІНФРАСТРУКТУРА ТОВАРНОГО РИНКУ, ТОВАРОЗНАВСТВО

робоча програма навчальної дисципліни

| | |
|------------------|---|
| Галузь знань | 07 «Управління та адміністрування» |
| Спеціальність | 073 «Менеджмент» |
| Освітній рівень | перший (бакалаврський) |
| Освітня програма | Логістика |

| | |
|---|-------------------|
| Вид дисципліни | базова |
| Мова викладання, навчання та оцінювання | англійська |

Завідувач кафедри менеджменту, логістики та економіки

Олена ЯСТРЕМСЬКА

**Харків
2020**

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
S.KUZNETS
KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

COMMODITY MARKET INFRASTRUCTURE, COMMODITY RESEARCH

syllabus of the educational discipline

| | |
|---------------------|------------------------------------|
| Branch of Knowledge | 07 "Management and Administration" |
| Specialty | 073 «Management» |
| Education level | first (bachelor's degree) |
| Educational Program | Logistics |

| | |
|--|---------|
| Type of discipline | Base |
| Language of teaching, learning and grading | English |

**Kharkiv
2020**

APPROVED

at the meeting of the management, logistic and economics
Minutes No. 2 dated August 27, 2020

Developers: Tetiana.SIGAIEVA

Update and re-approval letter
syllabus

| Academic year | Date of the department`s meeting | Minute`s number | Head of department signature |
|---------------|----------------------------------|-----------------|------------------------------|
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Educational abstract disciplines

Infrastructure of the commodity market, combining various organizational and legal forms and activities of economic entities, forms a set of business relations between them, ensuring the effective movement of trade flows in the market space. The infrastructure of the commodity market promotes interaction between producers and consumers, supply and demand. The efficiency of the functioning of the country's economy as a whole largely depends on how adequately developed this market mechanism is.

In modern conditions, the efficiency of any enterprise is largely determined by the development of the infrastructure of the commodity market and the formation of their optimal behavior in it, taking into account the interaction of all its participants in the trade process. The ability to determine the correct behavior in the commodity market depends on existing knowledge about the characteristics of different types of infrastructure of the commodity market, possible options for agreements with them, the frequency of their evaluation and the effectiveness of the organization.

The key factor of commodity market participants in the process of servicing trade flows is to ensure the competitiveness of producers and intermediaries, which requires knowledge of various characteristics of goods that form their consumer value, and the use of effective commodity technologies for product formation and handling delivery from producers to consumers.

Discipline "Commodity market infrastructure, commodity research" is a base discipline and is studied in accordance with the educational plan first educational level (bachelor's) educational-professional program 073 "Logistics".

The purpose of the discipline: knowledge acquisition on the theory of development of the infrastructure of the commodity market and commodity science, mastering the experience gained in the organization and functioning of the commodity market, methods of commodity science and means of commodity information, acquiring skills to manage the enterprise in promoting, storing and selling goods.

To achieve this goal the following main tasks are set:

understanding the essence of commodity market infrastructure and its role in a market economy;

research of features of interaction of elements of infrastructure of the commodity market and the organization of intermediary activity;

integrated use of turnover management methods in a specific market and the formation of optimal behavior of the enterprise in the commodity market;

understanding the essence, patterns and tasks of commodity science;

study of classification, coding, main types, range and consumer properties of goods;

use of commodity technologies in the logistics activities of the enterprise.

Object of discipline is the infrastructure of the commodity market of goods and services, i.e organizational, economic and technical aspects, which ensure the promotion of goods from the place of manufacture to the place of consumption.

The subject of the discipline is economic activity of the subjects of the infrastructure complex of the commodity market and the patterns of preservation of the consumer value of goods in the process of trade.

Characteristics of the educational discipline

| | |
|------------------------|-------------|
| Course | 2 |
| Semester | 3 |
| Number of ECTS credits | 4 |
| Form of final control | Pass |

Structural and logical scheme of studying the discipline

| Prerequisites | Postrequisites |
|--|----------------|
| Macro- and microeconomics | Finances |
| Management theory | Marketing |
| World economy and international economic relations | Accounting |

Competences and learning outcomes in the discipline

| Competences | Learning outcomes |
|--|--|
| Conduct analysis commodity market infrastructure | Analyze the infrastructure of the commodity market. Effectively form links between enterprises on the commodity. Be responsible for a qualified analysis of the infrastructure of the commodity market. |
| Use effective forms and methods of organizing the work of intermediaries in the commodity market | To form behavior and evaluate activities in the commodity market. Choose intermediaries in the commodity market that provide efficient turnover. Decide on the choice of intermediaries. To be responsible for the effectiveness of the organization of interaction of the enterprise with intermediaries in the commodity market. |
| Carry out the organization of supply and sale of goods of wholesale and retail trade enterprises | Choose suppliers and distribution channels. Organize interaction with wholesalers. Decide on the choice of ways to promote goods on the market through wholesale intermediaries. |
| Carry out the organization of supply and sale of goods of wholesale and retail trade enterprises | Evaluate the organization and activities of retail enterprises. Organize the sale of goods through retailers. Decide on the choice of ways to sell goods through retail trade network |

Discipline program

Content module 1

Commodity market infrastructure

Topic 1. Commodity market infrastructure: the essence, composition and problems of development

1.1. Concepts, types of operating conditions commodity market.

The concept, economic content and classification of markets. Conditions of functioning and features of the commodity market. The main functions of the commodity market. Types of market processes in the commodity market. Forms and methods of regulating the commodity market.

1.2. The essence, classification and functions of the infrastructure of the commodity market.

The essence of market infrastructure. The role and place of commodity market infrastructure in the market process. Classification of commodity market infrastructure. Characteristics of the

main elements of the infrastructure of the commodity market. Commodity market infrastructure functions. Problems of commodity market infrastructure development.

Topic 2. Organization of intermediary activities in the commodity market

2.1. Principles and features of marketing intermediaries.

Ways to bring products to consumers. Types of intermediaries and features of their activities in the commodity market. Characteristics of marketing intermediaries.

2.2. Organization of intermediary activities in the commodity market.

Functions of intermediaries in the commodity market. Forms of organization of mediation activities. Features of the organization of wholesale purchases and sales of goods. Characteristics of contractual relationships between manufacturers and wholesale intermediaries.

2.3. Trade and intermediary activities in the commodity market.

Principles of organization and signs of trade and intermediary activity in the commodity market. Pricing in trade and intermediary activities. Types of discounts on the price of goods. Sales networks and distribution channels. The main stages of formation of distribution channels.

Topic 3. Wholesale trade

3.1. Macro organization of wholesale trade.

The essence and place of wholesale trade in the market process. Functions and purpose of wholesale trade. Forms and levels of organization of wholesale trade. Macroeconomic indicators of wholesale trade.

3.2. Wholesale trade enterprises.

Tasks and functions of wholesale enterprises. Classification of wholesale trade enterprises. Organizational structures of wholesale trade enterprises and features of their activity. Classification of wholesale trade services.

Topic 4. Retail trade

4.1. The concept and economic essence of retail trade.

The essence, objectives and types of retail trade. Features of retail trade in market conditions. Retail functions. Forms and methods of retail trade.

4.2. Retail businesses.

Types and basic rules of operation of retail trade enterprises. Marketing decisions in retail. Retail store services. Basic requirements for the organization and design of retail trade enterprises.

Topic 5. Organization of logistics activities in the commodity market

5.1. Production activity in the field of trade.

The essence of production processes in the field of circulation. Types of production activities in trade. Terms of production services.

5.2. Warehousing.

The role and functions of warehouses in the movement of goods. The main tasks of warehousing in the commodity market. Classification of warehouses. Organization of warehousing.

5.3. Freight forwarding activities in the commodity market.

Transport system and its characteristics. Characteristics of transport and forwarding activities. Types of freight forwarding services. Methods of transport service for customers.

Topic 6. Information and organizational and commercial activities

6.1. Information activity in the infrastructure complex.

The essence and significance of information activities in the modern market economy. Features of products of information activity. Types of information services. The essence of commercial information and trade secrets. Types of enterprises that provide information services.

6.2. Organizational and commercial activities.

Content of organizational and commercial activities. Features of products of organizational and commercial activities. Characteristics of the main subjects of organizational and commercial activities. Exhibitions and fairs as subjects of organizational and commercial activity.

Topic 7. Organizers of wholesale circulation of goods and services

7.1. Organized commodity markets.

The role and place of organized commodity markets. Types of organized commodity markets. Auction: essence, types and procedure. Features of auction bidding. Classification of tenders. Stages of organizing and conducting tenders.

7.2. Commodity exchanges.

The essence of stock trading. Functions of exchange trade. Features of exchange goods. Classification of commodity exchanges. Organizational structure of the commodity exchange. Organization of the exchange trade process. Forms and methods of exchange trading.

Topic 8. Leasing and personal selling

8.1. Leasing in the commodity market.

The essence of leasing activities. Subjects and objects of leasing activity. Types and classification of leasing transactions. Legal aspects and economic bases of leasing activity. Mechanism for calculating lease payments.

8.2. Personal selling: forms and features.

The essence and objectives of personal sales of goods. Forms of personal sale. The main stages of effective personal selling and their content. Attracting, selecting and organizing the work of sales agents for personal sales of goods.

Content module 2. Commodity science

Topic 9. Commodity bases of the commodity market

9.1. The essence and characteristics of commodity science.

Subject, purpose and objectives of commodity science. History of origin and development of commodity science. Goods as an object of commodity research activity. Basic principles of commodity science: safety, efficiency, compatibility, interchangeability and systematization.

9.2. Methods of cargo science.

Classification of methods. Theoretical methods. Empirical methods. Practical methods.

Topic 10. Consumer properties of goods

10.1. General consumer properties of goods.

Basic concepts of consumer properties of goods. Consumer properties of social purpose. Functional consumer properties. Operational consumer properties. Ergonomic consumer properties. Aesthetic consumer properties. Ecological consumer properties.

10.2. Consumer properties of industrial and food products.

Consumer properties of industrial goods: physical, chemical, physicochemical, biological. Consumer properties of food products: biological value, physiological value, therapeutic and prophylactic value, organoleptic value, energy value, safety (harmlessness).

Topic 11. Classification and assortment characteristics of goods

11.1. Classification of goods.

Signs of classification of goods. Rules of classification of goods. Hierarchical method of classification. Faceted method of classification. International classification of goods and services.

11.2. Assortment characteristics of goods.

Basic concepts of assortment. Classification of the range of goods. Properties and indicators of assortment rationality. Assortment policy. Formation of the product range.

Topic 12. Examination and quality control of goods

12.1. Examination of goods.

Objectives of examination of goods. Types of examination of goods. Methods of examination of goods. Counterfeiting of goods. Types of falsification of food products: assortment, qualitative, quantitative, cost, information, complex.

12.2. Quality control of goods.

Basic concepts and definitions in the field of quality. Factors that determine the quality of goods. Indicators of product quality. Types of quality control of goods. Assessing the level of quality of goods. Methods and tools of quality control.

Educational and learning methods

Two methods are used in the study of the discipline: the partial search or heuristic method and the research method.

The partial-search method consists in organising an active search for solutions to the cognitive tasks put forward in training (or formulated independently).

The search for a solution is led by a lecture, or based on heuristic programmes and instructions.

The thinking process becomes productive.

The thinking process is gradually guided and controlled by the teacher or by the students themselves through work on programmes (including computer programmes) and teaching aids.

The method makes it possible to activate thinking and generate interest in learning at seminars and colloquia.

Research method.

The material is analysed, problems and tasks are set and brief oral or written instructions are given to students.

Students independently study literature, sources, make observations and measurements and perform other search activities.

Tasks performed using the research method must contain all elements of the independent research process (task definition, justification, supposition, search for appropriate sources of necessary information, task solution process).

In this method, initiative, independence and creative search in research activities are most fully demonstrated.

The educational work directly develops into research.

Procedure for evaluating learning outcomes

The system of assessment of formed competencies of students takes into account the types of classes, which, according to work programme of the discipline, include lectures, seminars, practical classes, as well as independent work. Students' existing competencies are assessed using the 100-point cumulative system. Control measures include:

Current control includes assessment of students on time:

Lectures - active work for a pair of 2 points for each lesson) provided the student performs 2, participation 1. Total number of points 24;

Practical Lessons - active work on a pair (3 points for each lesson) provided the student performs 3, participation 1. Total number of points 33);

Presentations on the results of assignments and research on topics. During the semester students prepare two presentations, each of which is assessed as 5 points, provided that all requirements are met. Total number of points 10;

Individual task on a topic is performed 2 times during the semester and is evaluated with 6 and 7 points. Total number of points 13;

Colloquium. During the semester students write 1 colloquium, the maximum score from the colloquium being 20. Colloquium structure: 1 theoretical question (maximum score of 5 points) and 3 practical tasks (maximum score of 5 points for each practical task);

Final / semester control, conducted in the form of differentiated credit, according to the timetable of the learning process.

Procedure for current assessment of students' knowledge:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; degree of assimilation of the actual material of the academic discipline; acquaintance with the recommended literature as well as with the modern literature on the issues under consideration; ability to combine theory with practice in considering work situations, solving problems, making calculations in the process of performing individual tasks and tasks, the ability to critically and independently assess certain issues of concern; the ability to explain alternative views and the existence of one's own point of view and position on a certain issue of concern; the application of analytical approaches; the quality and clarity of reasoning; the logic, structuring and validity of conclusions on a particular issue; the independence of the work; the literacy of the presentation.

The general criteria for evaluating students' independent extracurricular activities are: depth and strength of knowledge, level of thinking, ability to systematise knowledge on specific topics, ability to draw reasonable conclusions, mastery of category apparatus, skills and techniques for performing practical tasks, ability to find necessary information, systematise and process it, self-realisation in practical and seminar lessons.

The final control of students' knowledge and competencies in an academic discipline is carried out on the basis of a semester's differential score in the accumulative point-rating system, the task of which is to check the student's understanding of the software material as a whole, the logic and relationships between the individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate their attitude to a particular problem of the academic discipline, etc.

The student **should be considered certified** if the sum of the points received on the basis of the results of the current and modular control (according to the content module) during the semester equals or is used to 60 points. Maximum possible number of points per pass – 100 points

The final grade for the academic discipline is calculated taking into account the points received during the exam and the points received during the current control in the accumulation system. The total score in points for the semester is calculated: "60 or more points – credit", "59 or less points – not credit" and is recorded in the academic discipline's score sheet.

The final grade is given on the scale shown in the tab. «System of the ECTS Scale».

System of the ECTS Scale

| Total score for all types of educational activities | Score ECTS | Score on a national scale | |
|---|------------|--|------------|
| | | for exam, course project (work), practical studies | for credit |
| 90 – 100 | A | excellent | credited |
| 82 – 89 | B | good | |
| 74 – 81 | C | | |
| 64 – 73 | D | | |
| 60 – 63 | E | satisfactory | no credit |
| 35 – 59 | FX | unsatisfactory | |
| 1 – 34 | F | | |

The forms of assessment and allocation of points are given in the tab. «Rating discipline plan»

Rating discipline plan

| Theme | The forms of learning | | Assessment forms | Max point |
|---|--------------------------------|--|---|------------------|
| <i>Working in auditorium</i> | | | | |
| Topic 1. Commodity market infrastructure: the essence, composition and problems of development. | lecture | Commodity market infrastructure: essence, composition and development problems | Work at lectures | 2 |
| | practical studies | Characteristics of the commodity market infrastructure | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 2. Organization of intermediary activities in the commodity market | lecture | Organization of intermediary activities in the commodity market | Work at lectures | 2 |
| | practical studies | Calculation of commodity market indicators. Construction of the scheme of the infrastructure of the commodity market | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 3. Wholesale trade | lecture | Wholesale and retail trade | Work at lectures | 2 |
| | practical studies | Selection of suppliers of goods | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 4. Retail trade | lecture | Organization of logistics activities in the commodity market | Work at lectures | 2 |
| | practical studies | Calculation of performance indicators of a trading company | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 5. Organization of logistics activities in the commodity | lecture | Leasing and personal sale | Work at lectures | 2 |
| | practical studies | Calculation of performance indicators of the warehouse, presentation | Active participation in practical tasks | 8 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 6. Information and organizational and commercial activities | lecture | Information and organizational and commercial activities | Work at lectures | 2 |
| | practical studies | Calculation of performance indicators of the warehouse, individual task | Active participation in practical tasks | 9 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 7. Organizers of wholesale circulation of goods and services | lecture | Organizers of wholesale circulation of goods and services | Work at lectures | 2 |
| | practical studies | Characteristics of the organizers of the wholesale circulation of goods and services | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 8. Leasing and personal selling | lecture | Leasing and personal sale | Work at lectures | 2 |
| | practical studies | Characteristics of the organizers of the wholesale circulation of goods and services | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |

| | | | | |
|---|--------------------------------|---|---|------------|
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 9. Commodity bases of the commodity market | lecture | Commodity bases of the commodity market | Work at lectures | 2 |
| | practical studies | Theoretical principles of commodity science | Active participation in practical tasks | 3 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 10. Consumer properties of goods | lecture | Consumer properties of goods | Work at lectures | 2 |
| | practical studies | Consumer properties of goods and their nomenclature, presentation | Active participation in practical tasks | 8 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 11. Classification and assortment characteristics of goods | lecture | Classification and assortment characteristics of goods | Work at lectures | 2 |
| | practical studies | Calculation of indicators of the range of goods, individual task | Active participation in the seminar | 10 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | Performance of the task | - |
| Topic 12. Examination and quality control of goods | lecture | Examination and quality control of goods | Work at lectures | 2 |
| | practical studies | Final / semester control | Colloquium | 20 |
| | <i>Independent work</i> | | | |
| | preparation for lessons | Search, selection and review of literary sources on a given topic, preparation of reports | | - |
| | | | | 100 |

1. Recommended literature

Main

1. Інфраструктура товарного ринку. Теоретичні засади : підруч. / За ред. проф. О. О. Шубіна. – Київ : Знання, 2009. – 379 с.
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5. Товароведение : учеб. пособ. / Под ред. П.Д. Дудко, А.Г. Крюка. – Харьков : ИД «ИНЖЭК», 2005. – 456 с.
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Additional

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10. Інфраструктура товарного ринку. Непродовольчі товари : підручник / За ред. О. О. Шубіна. – Київ : Знання, 2009. – 702 с.
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13. Раровська В. В., Біржова діяльність: навч. пос. / В. В. Раровська, Л. А. Останкова, С. Е. Акопов – Київ : Центр учбової літератури, 2009. – 144 с.
14. Ринок і ресурси споживчих товарів : навч. посібник / Н. О. Офіленко та [ін.]. – Київ : Центр учбової літератури, 2011. – 184 с.
15. Савощенко А. С., Полонець В. М. Інфраструктура товарного ринку : навч. посіб. / А. С. Савощенко, В. М. Полонець. – Київ : КНЕУ, 2007. – 376 с.
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2. Державна служба статистики України [Електронний ресурс]. – Режим доступу : <http://www.ukrstat.gov.ua>
3. Google Академія [Електронний ресурс]. – Режим доступу : <https://scholar.google.com.ua>
4. Інфраструктура товарного ринку. Сайт персональних навчальних систем ХНЕУ ім. С. Кузнеця – [Електронний ресурс]. – Режим доступу: <https://pns.hneu.edu.ua/mod/assign/view.php?id=263847>