

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

**ЗАТВЕРДЖЕНО**

на засіданні кафедри  
менеджменту, логістики та інновацій  
Протокол № 2 від 31.08.2023р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи

  
Каріна НЕМАШКАЛО

**ІНФРАСТРУКТУРА ТОВАРНОГО РИНКУ, ТОВАРОЗНАВСТВО  
робоча програма навчальної дисципліни (РПНД)**

Галузь знань	<b>07 "Управління та адміністрування"</b>
Спеціальність	<b>073 "Менеджмент"</b>
Освітній рівень	<b>перший (бакалаврський)</b>
Освітня програма	<b>"Логістика"</b>

Статус дисципліни	<b>обов'язкова</b>
Мова викладання, навчання та оцінювання	<b>англійська</b>

Розробник:  
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Харків  
2023



## INTRODUCTION

The actuality of the course and its role in the preparation of specialists.

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.

The purpose of the course: 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 the course 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 course 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.

The discipline's learning outcomes and competencies formed by the course are defined in Table 1.

Table 1

Learning outcomes and competences formed by the course

Learning outcomes	Competencies
LO21	GC5, SC19

where, LO21. Identify ways to optimize the flow of goods in the national and international markets, a set of product properties that determine its suitability to meet consumer needs and use this knowledge to organize safe storage and transportation of goods.

GC5. Knowledge and understanding of the subject area and understanding of professional activities.

SC19. Ability to analyze the infrastructure of the commodity market and shape the behavior of the enterprise in the conditions of a specific infrastructure of the commodity market, identify goods at all stages of goods movement, determine their main consumer properties and maintain the quality of goods in logistics processes

## COURSE CONTENT

### 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.

The list of practical (seminars) studies in the course is given in Table 2

Table 2

**List of practical (seminar) studies**

Theme	Content
Topic 1	Task 1. Calculate the capacity of the commodity market
Topic 2	Task 2. Calculation of transit and warehouse turnover indicators
Topic 3	Task 3: Selection of suppliers and distribution channels
Topic 4	Task 4. Calculation of indicators of a trading enterprise
Topic 5	Task 5. Calculation of indicators of logistics intermediaries
Topic 6	Task 6. Evaluation of the effectiveness of advertising and exhibition activities
Topic 7	Task 7. Calculation of lease payments
Topic 8	Task 8. Calculation of product range indicators
Topic 9	Task 9. Assessment of the quality of goods
Topic 10	Task 10. Calculation of warehouse characteristics
Topic 11	Task 11. Calculation of tasks using the ABC XYZ analysis method
Topic 12	Task 12. Construct the matrix ABC XYZ .

The list of self-studies in the course is given in Table 3

Table 3

**List of self-studies**

Theme	Content
Topic 1	Learning new material: reading and taking notes of literary sources of information; watching videos; listening to audio lectures on the topic of characteristics of the commodity market infrastructure
Topic 2	Learning the material using elements of creativity: solving non-standard tasks; performing calculation and graphic works;

	participating in business games and analyzing problem situations on the topic of calculating commodity market indicators. Building a diagram of the commodity market infrastructure
Topic 3	Improvement of theoretical knowledge and practical skills on the topic of selecting suppliers of goods
Topic 4	Deeper learning of the material: preparation for tests, practicals, colloquia, seminars; performing typical tasks on the topic of calculating the performance indicators of a trading company
Topic 5	Learning new material: reading and taking notes on literary sources of information; watching videos; listening to audio lectures on the topic of calculating warehouse performance indicators
Topic 6	Learning new material: reading and taking notes of literary sources of information; watching videos; listening to audio lectures characteristics of organizers of wholesale circulation of goods and services
Topic 7	Learning new material: reading and taking notes of literary sources of information; watching videos; listening to audio lectures on the topic consumer properties of goods and their nomenclature
Topic 8	Deeper learning of the material: preparation for tests, practical, colloquia, seminars; performing typical tasks on the topic of calculating the indicators of the range of goods, individual task
Topic 9	Improving theoretical knowledge and practical skills on the topic of calculating tasks using the ABC analysis method
Topic 10	Improving theoretical knowledge and practical skills on the topic of calculating tasks using the XYZ analysis method
Topic 11	Improving theoretical knowledge and practical skills on the topic of building an ABC XYZ matrix
Topic 12	Learning of the material using elements of creativity: calculation and graphic works; participation in business games and in the analysis of problem situations on the topic of building the ABC XYZ matrix.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## **TEACHING METHODS**

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, Topic 3, Topic 4, Topic 5, Topic 6, Topic 7, Topic 9, Topic 10, Topic 11), problem lecture (Topic 2, Topic 8, Topic 12), lecture-provocation (Topic 6).

Visual (demonstration (All topics in the course).



Practical (practical work (All topics in the course), presentation (Topic 5, Topic 7, Topic 10, Topic 12 ), case method (Topic 6).

## FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

**Current control** is carried out during lectures, practical and seminar classes and is aimed at checking the level of readiness of the student to perform specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading – the maximum amount is 100 points; the minimum amount is 60 points.

**The final control** includes current control and assessment of the student.

**Semester control** is carried out in the form of a semester grading

**The final grade in the course is determined by:**

— for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: competence-oriented tasks on topics (60 points), presentation (20 points), final control work (20 points).

Semester control: Grading

More detailed information on the assessment system is provided in the technological card for the course.

## RECOMMENDED LITERATURE

### Main

1. Колодізева Т. О. Інноваційні технології в логістиці : навчальний посібник / Т. О. Колодізева, Г. Р. Руденко. — Х. : ХНЕУ, 2013. — 268 с. [Електронний ресурс]. — Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/11973>

2. Логістика : навчальний посібник для студентів галузі знань 0306 "Менеджмент і адміністрування" всіх форм навчання / К. В. Мельникова, Т. О. Колодізева, О. В. Авраменко та ін. ; за заг. ред. докт. екон. наук, проф. О.М. Ястремської. — Х. : ХНЕУ ім. С. Кузнеця, 2015. — 272 с. [Електронний ресурс]. — Режим доступу: <http://www.repository.hneu.edu.ua/jspui/handle/123456789/12240>

### Additional

3. Визначення ринків збуту та умов експорту української продукції до країн ЄС / М. Ю. Серпухов, О. В. Мазоренко // Український журнал "Економіст". — 2017. - № 10 (372). — С. 10 – 13. [Електронний ресурс]. — Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/18056>

4. Інфраструктура товарного ринку, товарознавство. Методичні рекомендації до практичних завдань та самостійної роботи студентів

спеціальності 073 «Менеджмент» першого (бакалаврського) рівня [Електронний ресурс] / уклад. Т. Є. Сігаєва; Харківський національний економічний університет ім. С. Кузнеця. — Електрон. текстові дан. (441 КБ). — Харків : ХНЕУ ім. С. Кузнеця, 2022. — 42 с. [Електронний ресурс]. — Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/28066>

5. Otenko I. The Impact of the Covid-19 Pandemic on the Dynamics of Financial Instruments in the World Trade // I. Otenko, I. Hrabynskyi, A. Lytvynenko and other // WSEAS Transactions on Business and Economics this link is disabled/ - 2022. — Vol. 19. - P. 1748–1763. [Electronic resource]. — Access mode: <http://repository.hneu.edu.ua/handle/123456789/28367>

6. Sigaieva T. Current trends in commodity market development / T. Sigaieva // Економічні студії. Науково-практичний журнал. — Львів, 2021. — № 2(32). — С. 60-64. [Electronic resource]. — Access mode: <http://repository.hneu.edu.ua/handle/123456789/27164>

### **Інформаційні ресурси**

7. COMMODITY MARKET INFRASTRUCTURE, COMMODITY RESEARCH. S. Kuznets KhNUE Personal Learning Systems . [Electronic resource]. — Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7110>