

Specialty: **8.03051001 “Commodity Science and Commercial Activity”**

Semester 1.

№	<i>Course unit title</i>	<i>ECTS</i>	<i>Control</i>	<i>Learning outcomes of the course unit</i>
1	Business Foreign Language	3,0	Credit	<p>The student is able to:</p> <ol style="list-style-type: none"> 1. Open and structure a presentation about their research. 2. Talk about timing, handouts and questions within the presentation. 3. Get the audience’s attention. 4. Refer to other points of the presentation about their research. 5. Introduce visuals to the presentation. 6. Summarize the main points of the presentation about their research. 7. Use phrases for effective conclusions. 8. Deal with the questions concerning the information given in the presentation. 9. Use the vocabulary and expressions needed when giving a presentation about their research. 10. Translate scientific articles.
2	International Law	3,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Main categories of the international law. 2. Main sources of legal regulation of the international law. 3. The legal status of subjects of international law. 4. The order of concluding, changing and terminating international private law contracts. 5. The rights and duties of citizens of Ukraine abroad and foreigners in Ukraine. 6. The peculiarities of inheritance in international private relations. 7. Peculiarities of dealing with disputes in international commercial arbitration, their types. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Analyze main legal documents governing international private law relations. 2. Use provisions of current legislation on the regulation of international private law relations. 3. Use provisions of current legislation on concluding agreements and implementation of economic and legal obligations in international private law.
3	Methodology and Organization of Scientific Researches	1,5	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Application packages and hardware for processing scientific information. 2. Effective methods of organization of scientific researches. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Use methodology of scientific researches. 2. Analyze empirical and theoretic data. 3. Form hypotheses, conclusions and develop proposals on research results.

				<ol style="list-style-type: none"> 4. Allocate the object and the subject of the research. 5. Work with resources of scientific information. 6. Execute result of the research. 7. Discuss the research results and organize their implementation. 8. Prepare a scientific report.
4	Civil Protection	1,5	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Methods and instruments of emergency monitoring, modeling their development and assessing their social-economic consequences. 2. Processes of development and implementation of preventive and operational (emergency) measures of civil protection. 3. Interpretation of modern achievements in the theory and practice of safety management in an emergency. 4. The procedure for assessing the state of readiness of the unit to work in a threat of emergencies and by the established criteria and indicators. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Determine one's duties according to the direction of professional activity taking into account the tasks of Civil Protection (CP). 2. Make decisions on CP within one's authority. 3. Identify and study the conditions of emerging and development of an emergency, and ensure coordinated actions to prevent it on the entity according to one's authority. 4. Choose and use methods of forecasting and assessing the emergency situation, count parameters of the emergency negative influences, determine the composition of forces, means and resources to overcome the effects of the emergency. 5. Provide good training for the entity workers on CP issues, provide help and consultations to the entity workers on practical issues of protection in emergency.
5	Examination of Goods	9,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Main notions of EG. 2. The legislative regulation of the expert activity. 3. Demands to an expert, his competence and its limits. 4. The selection criteria, classification and characterization of expert methods. 5. Order of the expertise organization. 6. Main types of the expertise. 7. Examination order of quantity and quality of certain groups of food and non-food products. 8. Signs of assortment and quality identification. 9. The order and methods for determining the quality, revealing of defects. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Write work order for expertise. 2. Make an act of expertise and expert opinion. 3. Determine the type of expertise.

				<ol style="list-style-type: none"> 4. Perform documentary expertise of national and foreign goods. 5. Analyze shipping documentation. 6. Determine the origin of goods by express-methods.
6	International Technical Regulations	3,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. The terms, definitions, concepts that characterize the technical regulations. 2. The legislative and normative base of technical regulations in Ukraine. 3. International rules and norms – ISO, IEC, ITU. 4. The main components technical regulation system, standardization; conformity assessment (certification of goods and services), metrology, accreditation of conformity assessment bodies and testing and calibration laboratories. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Use normative and other documents regulating international technical regulations, assess them in terms of requirements to socio-economic progress and consumers, to formulate proposals for their improvement. 2. Carry out tests of consumer goods to determine the safety parameters that are regulated by normative documents. 3. Control goods that have a certificate or marks of conformity.
7	Merchandizing of nonfood products (special course)	3,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Classification, range and quality control procedure for electrical household goods. 2. Consumer properties and quality requirements for different groups of electrical household goods. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Characterize consumer properties of electrical household goods. 2. Assess the competitiveness of electrical household goods.
8	Merchandizing of food products (special course)	3,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Consumer properties, competitiveness and range of live cut flowers, potted products, bouquets and arrangements of dried plant material. 2. Influence of growing conditions of flower products on the level of their decorativeness as of a good. 3. Influence of ways of storing (temperature, use of chemicals and packaging materials) on the decorativeness of flower production. 4. Progressive directions of cultivation, transportation, storage and sale of floral imported products. 5. Types, content and structure of normative documents required for cultivation, sale and storage of flower production, as well as rules of documentation required for import and transit of flower production from abroad. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Receive flower production in quality and quantity under the national industry standard. 2. Assess the competitiveness of flowers.

				<ol style="list-style-type: none"> 3. Continue terms of selling and storing of floral production in different ways. 4. Dry floral products in different ways. 5. Solve different problem situations regarding technological processes of selling floral products. 6. Carry out export-import operations of floriculture products, execute supporting documentation.
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Semester 2.

No	Course unit title	ECTS	Control	Learning outcomes of the course unit
1	Labor Protection according to Economic Activity Types	1,5	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Provisions, legislative and normative acts which form the principles of safe life in the sphere of trade, enterprise. 2. Fire safety requirements for commercial enterprises and collective and personal protective equipment during fires. 3. Main tasks, mechanisms of effective management of labor protection and ensuring healthy and harmless conditions, requirements and ways to maintain fire safety at the facility of management. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Implement a labor safety management system in the enterprise. 2. Assess compliance of sanitary and hygienic conditions of work with norms and safety of manufacturing equipment, processes, buildings. 3. Implement the system of electrical safety devices and activities. 4. Organize the investigation of accidents at work. 5. Provide first aid in case of occupational injuries. 6. Define, implement the necessary technical solution of the system of fire protection and fire prevention.
2	Quality Management	3,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Systems of quality management. 2. Methodological fundamentals of quality management. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Develop a program of quality management of a separate product or service.
3	Electronic Commerce	3,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Source and origin of electronic commerce. 2. Distribution and volume of electronic commerce in the world. 3. Models of electronic commerce (B2C, B2B, C2C, G2C, G2B and other). 4. Types and definition of electronic money. 5. Types and purpose of electronic payment systems. 6. Methods of creating e-commerce sites based on customer preferences and style

				<p>trends.</p> <ol style="list-style-type: none"> 7. Methods to attract customers of enterprises of electronic commerce. 8. Methods of promoting commercial sites in the search systems (SEO). 9. Methods of marketing in social media (SMM). <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Analyze normative and economic-technological information in the sphere of electronic commerce. 2. Make purchases online using various payment systems. 3. Use international online payment systems. 4. Use systems of Internet banking. 5. Use secure communication channels and digital signature for transactions. 6. Conduct classification and analysis of electronic commerce sites.
4	Commercial Logistics	3,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Principles, goals, objectives and development trends of CL. 2. Mechanisms of influence of commercial logistics on the competitiveness of an enterprise. 3. Indicators characterizing the level of customer service logistics. 4. Basic functions of production logistics and logistics of distribution of goods. 5. Procurement logistics' operation mechanism. 6. Current trends of warehouse equipment development. 7. High-tech methods of management of procurement and placing orders for products. 8. Modern systems of goods transportation. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Perform classification of logistic service of consumers. 2. Simulate, analyze and optimize the logistics level of customer service. 3. Make choice of logistics intermediaries for goods transportation. 4. Form a logistics cycle of an order for products. 5. Analyze and compare the effectiveness of inventory management by different systems. 6. Conduct the decomposition of trade flows in accordance with the principles of commercial logistics.
5	International Trade	3,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Essence and importance of the international trade. 2. Main concepts of the international trade. 3. Forms of the international trade. 4. The features of international payment systems. 5. Factors that influence the country economic development and international trade. 6. Main types of trade policy. 7. Aims, tasks and principles of WTO. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Define specific features of the international trade.

				<ol style="list-style-type: none"> 2. Explain the advisability of international trade for its individual members. 3. Calculate indicators of the international trade development. 4. State the connection between the international trade and the country economic development.
6	Methodology of Teaching in Higher School	3,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Forms and methods of organization of the educational process. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Make the preparation and conduct basic types of classes. 1. Organize students' individual work and knowledge control.
7	Commercial Activity in the Market of Goods and Services	3,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. The aim, objectives, principles of commercial activity in the MGS. 2. The role and importance of commercial activity in trade-technological processes on trade enterprises. 3. Classification and types of services that are provided in wholesale trade enterprises (WTE) and retail trade enterprises (RTE). 4. Commercial processes of production, trade, media, marketing and other enterprises and organizations. 5. Organization of commercial activity enterprises and organizations for selling goods and providing services. 6. Modern directions and tendencies of commercial processes development in industrial and commercial enterprises. 7. Basics of commercial activity planning in manufacturing enterprises, WTE and RTE. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Use theoretical knowledge and practical skills of commercial activity at work in the sphere of commodity turnover, services. 2. Develop plans of commercial activity (business-plans, ongoing and others) to solve commercial tasks. 3. Organize commercial activity on purchasing raw materials, materials and goods for industrial and commercial enterprises. 4. Make effective commercial decisions regarding goods disposal and providing services. 5. Apply modern scientific and technological achievements for commercial work on WTE and RTE. 6. Calculate the basic performance indicators of commercial activity at industrial and commercial enterprises. 7. Analyze commercial activity of industrial and commercial enterprises.
8	Sanitary-Hygienic Expertise of Products	3,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. The importance, features and components of SHE. 2. The aim, tasks and main notions of SHE. 3. Methods of SHE of products. 4. Objects and subjects of SHE.

				<p>5. Rights and obligations of the expert that carries out SHE.</p> <p>6. Grounds for SHE.</p> <p>7. Main stages and order of carrying out SHE of products.</p> <p>8. Characterize the indicators of products security in SHE.</p> <p>9. Peculiarities of SHE of goods of national and foreign production.</p> <p>10. Peculiarities of SHE results presentation.</p> <p>The student is able to:</p> <p>1. Use legislative acts and normative-technical documentation on SHE.</p> <p>2. Work with supporting documentation on quality for different product groups.</p> <p>3. Apply the methods and techniques of products expert researches.</p> <p>4. Identify and provide the expert description of products.</p> <p>5. Organize and carry out SHE according to normative documentation demands.</p> <p>6. Characterize SHE indicators of different product groups.</p> <p>7. Formulate expert opinion on the results of SHE.</p> <p>8. Document the SHE results.</p>
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Semester 3.

No	Course unit title	ECTS	Control	Learning outcomes of the course unit
1	Intellectual property	1,5	Credit	<p>Topics covered:</p> <p>1. Application for a patent.</p> <p>2. Company names or Business names.</p> <p>3. Computer programs.</p> <p>4. Copyright.</p> <p>5. Counterfeit goods.</p> <p>6. Databases.</p> <p>7. Domain names.</p> <p>8. Enforcement of IP.</p> <p>9. Geographical Indications.</p> <p>10. Indications of source or appellations of origin.</p> <p>11. Industrial design rights.</p> <p>12. Industrial Designs.</p> <p>13. Innovation-driven economy.</p> <p>14. Intellectual property (IP).</p> <p>15. Know-how.</p> <p>16. Media broadcasts.</p> <p>17. Object of intellectual property.</p> <p>18. Paris Convention for the Protection of Industrial Property.</p> <p>19. Patents.</p>

				<ul style="list-style-type: none"> 20. Pirated goods. 21. Protection of IP. 22. Right of Priority. 23. Service marks. 24. The Economics of IP. 25. The repression of unfair competition. 26. Trade names. 27. Trade secrets. 28. Trademarks. 29. Traditional Knowledge. 30. Unfair Competition. 31. Utility models. 32. Varieties of plants. 33. Well-Known Marks. 34. World International Property Organization (WIPO).
2	Strategic Marketing	3,0	Credit	<p>The student knows:</p> <ul style="list-style-type: none"> 1. Features of strategic marketing, the concept of strategic analysis, strategic planning, strategic management, strategic control. 2. stages of the development process of strategic marketing, factors of competitiveness, forecasting the competitors behavior. 3. Stages of the SWOT-analysis. 4. Methods of analysis of the portfolio of an enterprise, BCG matrix, Mc Kinsey, their use and interpretation. 5. Basic strategies of marketing. 6. conditions of successful implementation of marketing strategies. <p>The student is able to:</p> <ul style="list-style-type: none"> 1. Identify environmental factors in strategic marketing. 2. Make reports on the surrounding market environment. 3. Carry out SWOT-analysis, situational analysis. 4. Compose and interpret matrix, marketing strategies. 5. Evaluate the effectiveness of strategic marketing.
3	Merchandizing of Raw Materials and Capital Goods	2,0	Exam	<p>The student knows:</p> <ul style="list-style-type: none"> 1. Technological and consumer properties of raw materials and materials. 2. General information about fuel and its classification. 3. Basic products of inorganic chemistry, their properties and usage. 4. Products of general building purpose. 5. Conditions of storage, labeling, transportation of raw materials and materials. <p>The student is able to:</p> <ul style="list-style-type: none"> 1. Use standards, guides, other normative and technical documentation (NTD). 2. Choose alternative variant of products' usage. 3. Conduct quality control, establish its compliance with the requirements of NTD.

4	Commercial Risks	2,0	Exam	<p>The student knows:</p> <ol style="list-style-type: none"> 1. The concept and nature of risk, its types, features, functions and causes, risk indicators. 2. The structure of risk management. 3. Principles, the scheme and stages of risk management on a commercial enterprise. 4. Methods of risk reduction. 5. The theory of risk, the main provisions of game theory, strategic and statistical games. 6. Quantitative methods of risks assessment. 7. Methods of subjective risks assessment. 8. The method of constructing a decision tree. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Allocate different types of risks of entrepreneurial activity in the market. 2. Analyze the attitude of the person who makes decisions to the risk. 3. Compose a scheme of risk management of an enterprise. 4. Use methods of risk reduction. 5. Calculate the degree of risk through various methods. 6. Make a reasoned commercial decisions based on risk calculation.
5	Methods of Products Research	1,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Which method is better to use to determine the quality of a product. 2. Devices and technical means that are used in the study of the quality of goods, structural features of these devices. 3. Distinctive features of different research methods. 4. Methods of preparation of studied products samples. 5. experimental and mathematical methods of assessing the validity of research results. <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Use the appropriate method for determining the quality of the goods in practice. 2. Identify environmental cleanliness of products. 3. Control the quality of goods during transportation and storage. 4. Creatively solve problems related to the definition of quality of goods.
6	Merchandizing of Products for the Increase of Productivity and Plant Protection	1,0	Credit	<p>The student knows:</p> <ol style="list-style-type: none"> 1. Basic provisions on plant nutrition. 2. Impact of intense chemicalization on reserves and forms of nutrients in the soil. 3. Classification of different types of fertilizers (mineral, organic, bacterial). 4. Safety technique during the storage and use of mineral fertilizers. 5. Chemical methods of plants protection (herbicides, fungicides, insecticides, acaricides, etc.). 6. Biological methods of plants protection (microbiological control of weeds, pests, insects). <p>The student is able to:</p> <ol style="list-style-type: none"> 1. Organoleptically evaluate different types of mineral fertilizers.

				<ol style="list-style-type: none">2. Assess the quality of microbiological agents.3. Adhere to safety technique during storage, transportation, use of plant protection products.
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