

SYLLABUS OF THE COURSE

Exchange activity

Level of higher education: first (bachelor).

Speciality: – 076 Entrepreneurship, trade and exchange activities

Educational program – Entrepreneurship and commercial activity.

Discipline status – obligatory.

Lecturer: Kozhushko Roman Yuriyovych, associate professor of entrepreneurship and business department.

1. Course annotation:

Semester: 8.

Module volume: total number of hours – 180, of them: lectures – 24 hours.; practical – 48 hours., individual work of a student – 106 hours; number of ECTS credits – 6.

The purpose of the course – formation of future specialists' system of knowledge and practical skills of choosing ideas and rational starting strategy of doing business, writing a business plan of the project, capital management skills, analysis of quotations, modern international stock markets, organization and conduct of stock trading.

The results of discipline' studying:

to know: the content of the main problems of entrepreneurial activity; the concept of a market management system, the mechanism of market functioning; methods of organizing business and management activities; methods of assessing the effectiveness of the enterprise - business, the place and role of the exchange in the economy; main functions and characteristics of stock trading; types of exchanges, classification of exchange goods, main exchange goods and their characteristics; specifics of modern technologies of exchange activity and methods of trading; basic means of technical analysis, essence and methods of fundamental analysis, stages of creation of the exchange and principles of its activity;

be able: to select and use appropriate methods, tools to justify decisions on the creation and functioning of business, trade and exchange structures; to think abstractedly, analyze and synthesize the necessary solutions or results, search, process and analyze information from various sources; to evaluate the effectiveness of business activities of the enterprise in market conditions; to compile documentation for the organization of the enterprise; to highlight the weaknesses and strengths of business and management; to develop measures, make decisions and prepare a draft order (instruction) to increase the efficiency of business activities; to make calculations of profitability / loss on operations with exchange instruments; to identify the relationship between price and exchange rate risks in exchange activities; to apply elements of exchange electronic trading and other modern technologies of exchange trading;

be able to demonstrate: the ability to critically comprehend the theoretical foundations of business, trade and exchange activities; identify and perform professional tasks to organize the activities of business, trade and exchange structures; understanding the impact of business decisions in public, economic, social and environmental context; the ability to use the corresponding software and the corresponding packages of standard programs, the ability to develop and start information technologies of the organization of business activity, examination of the goods at the enterprise; understanding the place and role of exchanges in world trade; the ability to analyze exchange transactions; understanding of the principles of formation of commodity specialization of brokers; the ability to determine the principles of stock exchange pricing;

to possess the skills in: computer equipment functioning and other information technologies; special methods for assessing the economic efficiency of business organization; analysis of financial statements, cash flow management, banking and insurance operations; enterprise management; SWOT analysis, PEST analysis;

to solve independently: a wide range of problems and tasks by understanding their fundamentals and using both theoretical and applied methods of entrepreneurship and stock trading.

Required training components (prerequisites, co-requisites, post-requisites): organization of production, economics and organization of innovational activity, financial management, economic analyses, finance of enterprise.

Course content: Topic 1. Market, competition and risk in the business system. Topic 2. Business planning. Topic 3. Marketing orientation and business management. Topic 4. Taxation of business activities. Topic 5. The role of exchange trade in the exchange economy. Modern international stock markets. Topic 6. Types of exchange operations and transactions. Exchange goods and principles of formation of commodity specialization of brokers. Topic 7. Formation and quotation of prices on the stock exchange. Topic 8. Fundamental and technical analysis of stock prices and exchange rates. Topic 9. Organization and conduct of exchange trading.

Forms of final control: exam (semester 8).

Tools for diagnosing studying success: individual tasks, questions for independent work, questions for current control, list of thematic questions, tests, tasks, calculation works, exercises, questions for thematic, modular and final control.

Language of studying: Ukrainian

2. Assessment:

Distribution of points received by students (semester 8)

Current testing and individual work						Sum	
T1	T2	T3	T4	MC	Exam		
15	15	15	15	10	10	100	
Individual tasks (creative works, exercises)							
20							
semester 8							
Current assessment and individual work						Sum	
T5	T6	T7	T8	T9	MC		Exam
10	10	10	10	10	20	10	100
Individual tasks (creative works, exercises)							
20							

Distribution of discipline' points

Types of assessment	Content module 1. Semester 8				Total
	T1	T2	T3	T4	
Speech at the practical lesson	10	10	10	10	40
Presentations (essay)	5	5	5	5	20
Individual tasks (creative works, exercises)	20				20
Modular control	10				10
Exam	10				10
Total of discipline					100

Exam assessment criteria:

The exam is conducted in the form of testing and is evaluated from 0 to 10 points.

Total number of test questions is 25.

Each correct answer is worth of 0.4 point.

The maximum score is 10 points.

Compliance with the scales for assessing the quality of learning material

Score on a national scale for exam, TP, CW / offset /	Score in points	Evaluation on the ECTS scale	Explanation
Perfectly/credited	90-100	A	Perfect (excellent performance with only a small number of mistakes)
Good/credited	82-89	B	Very good (above average with several mistakes)
	74-81	C	Good (in general correct execution with a number of significant mistakes)
Satisfactorily/credited	64-73	D	Satisfactorily (not bad, but with a significant number of mistakes)
	60-63	E	Enough (execution meets the minimum criteria)
Unsatisfactorily/not credited	35-59	FX	Unsatisfactorily (with the possibility of reassembly)
	0-34	F	Unsatisfactorily (with mandatory re-study of the discipline)

3. Course policy:

3.1. Mandatory observance of academic integrity by students, namely:

- independent execution of all types of work, tasks, forms of control provided by the work program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information;
- compliance with the law on copyright and related rights;
- providing reliable information about the results of their own educational activities, used research methods and sources of information.

3.2. Current control is carried out during practical classes and aims to check the level of readiness of higher education students to perform specific work. The object of current control of knowledge are: oral reports, results of blitz-surveys, solving problems in practical classes; attending lectures and activity at them; performing tasks for self-study.

3.3. After each content module, a control event is held in the form of a modular test in order to check the level of assimilation of material by students. Execution of modular tests is a mandatory measure of the boundary section of students' knowledge, which allows the teacher to orient in the directions and forms of further work and teaching the discipline. This event helps students to consolidate the knowledge of a particular content module and accumulate points.

3.4. Works that are submitted in violation of deadlines without valid reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are valid reasons.

3.5. Attendance is mandatory. All class absences are completed by oral recomposition of the topic and performance of missed classes. For objective reasons (for example, illness, international internship) studying can take place individually (in agreement with the dean of the faculty).