

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

**ЗАТВЕРДЖЕНО**  
на засіданні кафедри  
міжнародних економічних відносин  
Протокол № 1 від 28.08.2023 р.

**ПОГОДЖЕНО**  
Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

**АНАЛІЗ МІЖНАРОДНИХ РИНКІВ**  
робоча програма навчальної дисципліни (РПНД)

Галузь знань 29 "Міжнародні відносини"  
Спеціальність 292 "Міжнародні економічні відносини"  
Освітній рівень перший (бакалаврський)  
Освітня програма "Міжнародний бізнес"

Статус дисципліни **вибіркова**  
Мова викладання, навчання та оцінювання **англійська**

Розробники:  
к.е.н., доцент

Ірина МУРЕНЕЦЬ

Завідувач кафедри  
міжнародних економічних  
відносин

Ірина ОТЕНКО

Гарант програми

Наталія ПАРХОМЕНКО

Харків  
2023

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**APPROVED**

at a meeting of the department  
of International Economic Relations  
Protocol No. 1 dated 28.08.2023

**APPROVED**  
Vice-rector on educational  
and methodical work



Katrina NEMASHKALO

**ANALYSIS OF INTERNATIONAL MARKETS**  
Programme of the course

Field of knowledge  
Specialty  
Study cycle  
Study programme

**29 "International Relations"**  
**292 "International Economic Relations"**  
**first (bachelor)**  
**"International business"**

Course status  
Language

**selective**  
**English**

Developer:  
PhD., Associate professor

Iryna MURENETS

Head of Department of  
International Economic Relations

Irina OTENKO

Head of Study Programme

Natalia PARKHOMENKO

**Kharkiv**  
**2023**

## INTRODUCTION

Long-term strategic and operational tactical decisions in the international activities of enterprises, companies and organizations are based on knowledge of the market situation, conjunctural assessments of supply and demand, the dynamics of commodity prices, determining the peculiarities of functioning and analyzing the manifestations of various factors of the macro-external environment of foreign markets. The market situation reacts sensitively to many socio-economic, cultural, political changes, fluctuations in the global monetary and financial sphere and is characterized by a large number of qualitative and quantitative signs. Studying the theory and practice of the functioning of international markets allows you to form an idea about the influence of exogenous and endogenous factors on the dynamics of a specific market, plan and implement international marketing research, and also - provides preparation for work in the conditions of real practical international activity.

The purpose of the educational discipline is to form theoretical knowledge about the system, methods and algorithms of the analysis of the international business environment for understanding the patterns and trends of the functioning of international markets and acquiring practical skills for their professional study.

The task of the discipline is to enable the acquirers  
gain experience:

definition of the essence, structure and classification of international markets;

consider the existing world markets and their prices;

to investigate the theoretical foundations of the market situation;

learn how to make forecasts of market conditions;

to investigate the influence of government policies on market conditions and the choice of foreign markets.

The object of study of the discipline is the process of research and analysis of international markets.

The subject of the study of the discipline is organizational principles for the preparation of research and analysis of international markets.

The study discipline "Analysis of International Markets" belongs to the cycle of professionally oriented disciplines for the training of bachelors under the educational programs "International Business" and is a selective study discipline and is studied in accordance with the training plan for specialists in specialty 292 "International Economic Relations" of the first (bachelor's) level of all forms of education.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

## Learning outcomes and competencies formed by the course

<b>Learning outcomes</b>	<b>Competencies</b>
LO3	SC5, SC19, GK7, GK8
LO4	SC4, SC5
LO7	SC1, GK8, GK12
LO8	SC3, SC6, SC19, GK8
LO9	SC1, SC3, SC7, GK8, GK12
LO17	SC4, SC5, SC19, GK12
LO10	GK8, SC4, SC19
LO11	GK8, SC1, SC3
LO12	GK8, GK11, SC1, SC3
LO13	GK7, GK8, SC5
LO14	GK12, SC7
LO24	SC5, GK7
LO25	GK11, GK12, SC5
LO28	GK7, GK8, GK12, SC4, SC6

where, GK7. Skills in using information and communication technologies.

GK8. Ability to abstract thinking, analysis and synthesis.

GK 11. Ability to work in a team.

GK12. Knowledge and understanding of the subject area and understanding of professional activity.

SC1. The ability to distinguish characteristic signs and trends of the development of the world economy, peculiarities of the implementation of economic policy and world integration/disintegration processes, including Euro-Atlantic integration.

SC3. The ability to identify the peculiarities of the functioning of the environment of international economic relations and models of economic development.

SC4. The ability to substantiate the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

SC5. The ability to carry out comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them.

SC6. Ability to analyze international markets of goods and services, tools and principles of regulation of international trade.

SC7. Ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations.

SC19. The ability to analyze basic micro- and macroeconomic models, modern

macroeconomic approaches to the analysis of the economy, the principles of the behavior of economic entities in the global environment.

LO3. Use modern information and communication technologies, general and special purpose software packages.

LO4. Systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment.

LO7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.

LO8. To understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for implementing economic policy and world integration / disintegration processes, including Euro-Atlantic integration.

LO9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international movement of capital, international monetary, financial and credit relations, mobility of human resources, international technology transfer.

LO10. To identify and single out the peculiarities of the functioning of subjects of international relations and models of their economic development.

LO11. To justify one's own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

LO12. To carry out a comprehensive analysis of complex economic systems, to compare and compare their components, to evaluate and argue for evaluations of the effectiveness of their functioning.

LO13. Select and skillfully apply analytical tools for researching the state and development prospects of individual segments of the international markets of goods and services using modern knowledge about the methods, forms and tools of regulation of international trade.

LO14. To understand and apply the theories, principles, means and tools of implementation of international monetary, financial and credit relations.

LO17. Determine the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of solving them at the international level, advocating national interests of Ukraine.

LO24. Justify the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring the state of world markets.

LO25. Apply the acquired knowledge to solve applied problems in the areas of planning, analysis, organization and control of international business.

LO28. Analyze basic micro- and macroeconomic models, modern macroeconomic approaches to the analysis of the economy, principles of behavior of economic subjects in the global environment.

## **COURSE CONTENT**

### **Content module 1. Theoretical foundations of the study of international markets**

#### **Topic 1. International market: essence, structure and classifications**

- 1.1. Definition of the international market
- 1.2. Types and types of markets
- 1.3. The main elements of the market

#### **Topic 2. World markets and world prices**

- 2.1. Typology of world markets
- 2.2. The concept of world prices
- 2.3. Types of world prices and their characteristics
- 2.4. The transport factor of pricing in international trade
- 2.5. Price regulation and its main forms

#### **Topic 3. Theoretical foundations of the market situation research**

- 3.1. The essence of the market situation and situational research
- 3.2. The main tasks of conjunctural market research
- 3.3. Conditions for the formation of the conjuncture
- 3.4. Historical experience of researching the economic situation

#### **Topic 4. Methodical tools for researching the market situation**

- 4.1. A systematic approach to the study of business conditions
- 4.2. Methodology for studying the conjuncture
- 4.3. Characteristics of macroeconomic and microeconomic indicators of the business environment
- 4.4. Characteristics of methods of analysis of the concentration of enterprises on the market
- 4.5. The task of analyzing market dynamics and volatility/stability

#### **Topic 5. Forecast of market conditions**

- 5.1. Organization of the development of economic forecasts
- 5.2. Modern factors of influence on the forecast directions of development of the world economic situation

5.3. Forecasting methods (extrapolation, approximation, demand and supply forecasting, analog models, simulation models)

5.4. The scenario method as a synthesis of various methods of forecasting the economic situation

5.5. Methodology for assessing the quality and reliability of economic forecasts. Verification and iteration of forecasts

### **Topic 6. Conjuncture of the goods market and the services market**

6.1. The essence and indicators of international trade

6.2. Conjuncture of the commodity market

6.3. The specifics of pricing on the commodity market

6.4. Services market situation

## **Content module 2. "Conjunctural studies of certain types of markets"**

### **Topic 7. The state of the world market of fuel and energy products**

7.1. The structure of the world market of fuel and energy products

7.2. World energy system

7.3. Peculiarities of pricing and regulation of the oil and petroleum products market

7.4. The state of the world coal market

7.5. World natural gas market

7.6. World market of traditional and alternative sources of electricity

7.7. Ukraine on the world market of fuel and energy products

### **Topic 8. Situation of the world market of metals**

8.1. Development factors and peculiarities of pricing on the world market of metals

8.2. World market of ferrous metals

8.3. World market of non-ferrous metals

8.4. World market of precious metals

8.5. The role of Ukraine in the world metal market

### **Topic 9. The world market of food products**

9.1. The structure of the world food market

9.2. Organization of trade on the world food market

9.3. The state of the world grain market. Conditions of the grain market of the Kharkiv region

9.4. The state of the world meat market. The situation of the world meat market of the Kharkiv region

9.5. The situation of the world market of dairy products. Situation of the world market of dairy products of the Kharkiv region

## 9.6. The role of Ukraine in the world food market

### **Topic 10. Market situation of scientific and technical products**

- 10.1. Features of the market of scientific and technical products
- 10.2. Life cycle of the product
- 10.3. Types of firms in the scientific and technical sphere
- 10.4. Information and advisory service of production
- 10.5. Indicators of the situation of scientific and technical products
- 10.6. Peculiarities of pricing in the scientific and technical sphere

### **Topic 11. Situation of the world currency market**

- 11.1. Content of the currency market situation
- 11.2. Currency quotes and factors of their fluctuations
- 11.3. Technical and fundamental methods of researching the currency market situation
- 11.4. Methods of assessment and insurance of currency risks
- 11.5. Forecasting the currency market situation

### **Topic 12. The influence of government policies on the market situation and justification for choosing a foreign market**

- 12.1. The essence and characteristics of conjunctural policy
- 12.2. The main functions of the state in the field of economic policy
- 12.3. State methods of influence on market conditions
- 12.4. Anti-cyclical measures of the economic policy of the state
- 12.5. Modern approaches to the selection of foreign markets
- 12.6. Methods of choosing models for entering foreign markets

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar)/laboratory studies

Name of the topic	Content of the task
1	2
Topic 1. International market: essence, structure and classifications Study of terminological apparatus.	Practical lesson 1-2. Study of the terminological apparatus. Solving crosswords. Working with an explanatory dictionary.
Topic 2. World markets and world prices	Practical lesson 3-4. Business game "Guess the market".
Topic 3. Theoretical principles of researching the market situation.	Practical lesson 5. Studying the material and preparing a report.



Topic 4. Methodical tools for researching the market situation	Laboratory work 1. Working with the information base and writing a mini-report.
Topic 5. Forecast of the market situation	Laboratory work 2-3. Study of methods of forecasting and problem solving.
Topic 6. Conjuncture of the product market and the market of services	Laboratory work 4-5. Preparation of the presentation.

Topic 7. The state of the world market of fuel and energy products.	Practical lesson 6. Watch a video and write an essay.
Topic 8. Situation of the world metal market	Practical lesson 7. Preparation of the presentation.
Topic 9. World market of food products	Laboratory work 6-7. Preparation of the presentation.
Topic 10. Market situation of scientific and technical products	Laboratory work 8-9. Work in mini-groups and write a mini-report.
Topic 11. Situation of the world currency market	Practical lesson 8. Business game "Gold currency"
Topic 12. The influence of government policies on the market situation and justification for choosing a foreign market	Practical lesson 9. Brain ring. Debate.

The list of independent work on educational discipline is given in Table 3.

Table 3

### List of self-studies

Name of the topic and/or task	Content
Topic 1	1. Definition of the international market. 2. Types and types of markets. 3. The main elements of the market.
Topic 2	1. Typology of world markets; 2. Concept of world prices; 3. Types of world prices and their characteristics. 4. The transport factor of pricing in international trade. 5. Price regulation and its main forms.
Topic 3	1. The essence of the market situation and situational research 2. The main tasks of conjunctural market research 3. Conditions for the formation of the conjuncture. 4. Historical experience of researching the economic situation
Topic 4	1. A systematic approach to the study of business conditions.

	<ol style="list-style-type: none"> <li>2. Methodology for studying the conjuncture.</li> <li>3. Characterization of macroeconomic and microeconomic indicators of the economic situation</li> <li>4. Characteristics of methods of analysis of the concentration of enterprises on the market</li> <li>5. The task of analyzing dynamics and volatility/stability of the market</li> </ol>
Topic 5	<ol style="list-style-type: none"> <li>1. Organization of the development of economic forecasts.</li> <li>2. Modern factors of influence on the forecast directions of development of the world economic situation.</li> <li>3. Forecasting methods (extrapolation, approximation, demand and supply forecasting, analog models, simulation models).</li> <li>4. The scenario method as a synthesis of various methods of forecasting the conjuncture.</li> <li>5. Methodology for assessing the quality and reliability of economic forecasts. Verification and iteration of forecasts.</li> </ol>
Topic 6	<ol style="list-style-type: none"> <li>1. The essence and indicators of international trade.</li> <li>2. Product market conditions.</li> <li>3. Specifics of pricing on the commodity market.</li> <li>4. Services market conditions.</li> </ol>
Topic 7	<ol style="list-style-type: none"> <li>1. Structure of the world market of fuel and energy products</li> <li>2. World energy system.</li> <li>3. Peculiarities of pricing and regulation of the oil and petroleum products market.</li> <li>4. The state of the world coal market.</li> <li>5. World natural gas market.</li> <li>6. World market of traditional and alternative sources of electricity.</li> <li>7. Ukraine on the world market of fuel and energy products.</li> </ol>
Topic 8	<ol style="list-style-type: none"> <li>1. Development factors and peculiarities of pricing on the world metal market.</li> <li>2. World market of ferrous metals.</li> <li>3. The world market of non-ferrous metals.</li> <li>4. World market of precious metals.</li> <li>5. The role of Ukraine in the world metal market.</li> </ol>
Topic 9	<ol style="list-style-type: none"> <li>1. The structure of the world food market.</li> <li>2. Organization of trade on the world food market.</li> <li>3. The state of the world grain market. Conditions of the grain market of the Kharkiv region.</li> <li>4. The state of the world meat market. The situation of the world meat market of the Kharkiv region.</li> <li>5. Situation of the world market of dairy products. Situation of the world market of dairy products of the Kharkiv region.</li> <li>6. The role of Ukraine in the world food market.</li> </ol>
Topic 10	<ol style="list-style-type: none"> <li>1. Features of the market of scientific and technical products</li> <li>2. Life cycle of the product</li> <li>3. Types of firms in the scientific and technical sphere</li> <li>4. Information and advisory service of production</li> <li>5. Indicators of the situation of scientific and technical products</li> <li>6. Peculiarities of pricing in the scientific and technical sphere</li> </ol>
Topic 11	<ol style="list-style-type: none"> <li>1. Content of the foreign exchange market situation</li> <li>2. Currency quotes and factors of their fluctuations</li> <li>3. Technical and fundamental methods of researching the currency market</li> </ol>

	situation. 4. Methods of assessment and insurance of currency risks. 5. Forecasting the currency market situation
Topic 12	1. The essence and characteristics of economic policy 2. The main functions of the state in the field of economic policy 3. State methods of influence on market conditions. 4. Anti-cyclical measures of the economic policy of the state. 5. Modern approaches to the selection of foreign markets 6. Methods of choosing models for entering foreign markets
Topic 1 – 12	Preparation of a creative task, homework

The number of hours of lectures, practical (seminar) and/or laboratory classes and hours of independent work is given in the work plan (technological map) for the academic discipline.

## TEACHING METHODS

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

Verbal (lecture (Topics 2 – 12), mini-lecture (Topic 1)).

In person (demonstration (Topics 1 – 12)).

Practical (practical work (Topics 3-9), seminar-discussion (Topics 1, 10, 12), business game (Topics 2, 11)).

## FORMS AND METHODS OF EVALUATION

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

**Current control** is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored: maximum amount is 60 points; minimum amount required is 35 points

**The final control** includes current control and an exam.

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

*The final grade in the course* is determined with the amount of all points received during the current control and the exam grade.

The maximum number of points that a student of higher education can receive during the examination (examination) is 40 points. The minimum amount for which the exam (exam) is considered passed is 25 points.

*The final grade for the academic discipline* is determined by: adding up the points for the current and final control.

In the process of teaching the discipline "International movement of capital and labor", methods are used that are aimed at activating and stimulating the educational and cognitive activities of students of higher education.

During the teaching of the academic discipline, the following control measures are used:

Current control: practical or seminar tasks on topics 1, 5, 7, 9 (5 points), practical on topics 2, 3, 4, 6 (5 points), two written control papers on content modules (5 points each), individual research task on topic 8 (10 points). By completing written tests, students solve problematic issues related to the development of international trade in goods, services and technologies, as well as perform test tasks on the topics of the relevant modular units.

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

### **An example of an examination ticket**

Simon Kuznets Kharkiv National University of Economics

First (bachelor) level of higher education

Specialty 292 "International Economic Relations"

Educational and professional program "International Business".

Semester 7

Educational discipline "Analysis of international markets"

### **EXAMINATION TICKET No. 1**

*Task 1 (test). (10 points)*

**1. Define "international market" - it is...**

**2. International trade is trade between non-residents of different states:**

- a. Yes
- b. No

**3. For which of the theoretical models is the substantiation of the mechanism of market self-regulation of the market at the expense of competition characteristic:**

- a. Keynesian;
- b. monetarist.
- c. classical;
- d. neoclassical;

**4. The infrastructure of the international capital market does not consist of: and. public issuers;**

- a. insurance companies;
- b. free market institutions;
- c. credit institutions managing clients' affairs on stock exchanges;
- d. all answers are correct;
- e. there is no correct answer.

**5. The simplest form of international economic integration is considered to be:**

- a. Custom Union
- b. Free trade zone
- c. economic and monetary union
- d. common market

***Task 2 (diagnostic). (10 points)***

Calculate the foreign trade balance, goods and services balance, current account balance, capital movement balance, total current account balance, and capital movements.

Compile the country's annual balance of payments in US dollars based on information on the following foreign economic transactions:

Commodity exports of the country - 3.215 billion dollars.

Merchandise imports into the country - 3.212 billion dollars.  
Export of services from the country - 0.417 billion dollars.  
Import of services into the country - 0.207 billion dollars.  
Net income from investments there - 0.257 billion dollars.  
Net remittances to the country - 0.277 billion dollars.  
Inflow of capital to the country - 2.780 billion dollars.  
Capital outflow from the country – 0.548 billion dollars.

***Task 3 (heuristic). (20 points)***

The company has accounts in a domestic bank in hryvnias and US dollars and received 3 offers to supply it with a vehicle:

1) German company; terms of delivery FOB, delivery time - 2 weeks, payment by open account

2) Japanese company; CIP conditions, delivery time - in one and a half months, payment through documentary collection

3) an American company; terms of CPT, term - in 1 month, payment by documentary letter of credit

The bank and the insurance company have established tariffs:

bank transfer 150 dollars,

commission for collection of 0.13% of the contract value,

commission for a letter of credit 0.65% of the contract value,

insurance 2.7% of the contract value.

The cost of the vehicle in Germany – 56,000 dollars, in Japan – 52,000 dollars, in the USA – 54,500 dollars.

Help the client choose the best option.

**Evaluation criteria**

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other

as follows:

**Task 1 (test). (10 points)**

2 points for each correct test.

**Task 2 (stereotype). (10 points)**

Correct calculations.

**Task 3 (diagnostic). (20 points)**

Reasonable answer and decision for the investor.

Approved at the meeting of the "International Economic Relations" department  
Protocol No. 1 dated August 28, 2023

**Head of Department** \_\_\_\_\_  
(signature)

Iryna OTENKO

**Lecturer** \_\_\_\_\_  
(signature)

Iryna MURENETS

## RECOMMENDED LITERATURE

### Main

1. Міжнародна економіка та міжнародні економічні відносини : навч. посіб. з дисциплін "Міжнародна економіка" та "Міжнародні економічні відносини" для студентів спец. 292 "Міжнародні економічні відносини" всіх форм навчання / Босак А. О. [та ін.]. Львів : Міські інформаційні системи, 2021. – 354 с.

2. Перерва П. Особливості аналізу і вибору сегментів міжнародних ринків : thesis / П. Перерва та ін. 2020. URL: <http://repository.kpi.kharkov.ua/handle/KhPI-Press/49235>

3. Сидоров О. А. Світова економіка та міжнародні економічні відносини : підручник / О. А. Сидоров, Н. О. Фісуненко. – Дніпро : Арт-Прес, 2023. – 400 с.

4. Collinson, S., & Houlden, J. (2005). Decision-making and market orientation in the internationalization process of small and medium-sized enterprises. *Management International Review*, 45, 413–436.

5. Dow, D., & Larimo, J. (2009). Challenging the conceptualization and measurement of distance and international experience in entry mode choice research. *Journal of International Marketing*, 17, 74–98.

## Additional

6. Пригара О. Ю. Привабливість міжнародних товарних ринків в умовах глобалізації світогосподарських процесів : дис. канд. екон. наук : 08.05.01. Київ, 2006. 202 с.

7. Босак А. О. Міжнародні економічні відносини : практикум для студентів спец. 292 "Міжнародні економічні відносини" першого (бакалавр.) рівня освіти всіх форм навчання / А. О. Босак, О. Ю. Григор'єв. – Львів : Міські інформ. системи, 2022. – 161 с.

8. Гуменюк І. Л., Білик Т. Л. Вплив криптовалюти на міжнародні фінансові ринки. Інклюзія і Суспільство. 2023. № 1. с. 7–12. url: <https://doi.org/10.32782/2787-5137-2023-1-1>

9. Дергачова В. В. Міжнародні економічні відносини : навч. посіб. для здобувачів освіт. ступеня бакалавра за спец. 073 "Менеджмент" / В. В. Дергачова, К. О. Кузнєцова, І. М. Манаєнко ; [відп. ред. О. А. Гавриш]. – Київ : КПП ім. Ігоря Сікорського, 2020. – 421 с.

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