

National Aviation University
Faculty of Economics and Business Administration
Marketing Department

AGREED
Dean of Faculty of Economics and Business Administration
S. Petrovska
" 21 " 21 2019

APPROVED
Vice-Rector for Academics
A. Gudmanian
" 11 " 2019



Quality Management System

COURSE TRAINING PROGRAM

on

«Commodity study»

Field of study : 07 "Management and Administration"

Specialty : 075 "Marketing"

Educational Professional Program "Marketing"

Year of study	- 2	Semester	- 4
Lectures	- 32	Graded Test	- 4 th semester
Practicals	- 32		
Self-study	- 56		
Total (hours/credits ECTS)	- 120/4		
Homework (2) – 4 Semester			

Index ECB – 6 – 075/18 – 3.13.

QMS NAU CTP 11.01.03-01-2019

	Quality Management System Course Training Programme on Commodity Study	Document code	QMS NAU CTP 11.01.03-01-2019
		Page 2 from 10	

The Course Training Program on “Commodity Study” is based on the Bachelor Extended Curriculum № ECB- 6 – 075/18 for specialty 075 “Marketing” and Educational Professional Program “Marketing”, Syllabus for this Subject index CB – 6 – 075/18 – 2.13 approved by Rector “26” 11 2019, and corresponding normative documents.

Developed by:

Associate Professor of the Marketing Department

O. Borisenko

Assistant of Marketing Department

U. Fisun

Associate Professor of the Marketing Department

V. Sibrak

Discussed and approved by the Graduate Department for Specialty 075 “Marketing” Educational Professional Program “Marketing” – Marketing Department, Minutes № 16 of 15.10.2019.

Head of the Department

S. Smerichevskiy

Discussed and approved by the Scientific-Methodological-Editorial Board of Faculty of Economics and Business Administration, Minutes 8 of 18.10 2019.

Head of the SMEB

A. Tofanchuk

Director of the Institute of Innovative
Technologies and Leadership


K. Babikova

“22” 11 2019

Document level – 3b


The planned term between the revisions – 1 year

Registered copy

	Quality Management System Course Training Programme on Commodity Study	Document code	QMS NAU CTP 11.01.03-01-2019
		Page 3 from 10	

Contents

1. INTRODUCTION	4
2. SUBJECT CONTENT	4
2.1. Training schedule of the subject	4
2.2. Homework.....	4
3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT	5
3.1. List of references.....	5
3.2. List of basic guidance materials for the subject.....	6
4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT	7

	Quality Management System Course Training Programme on Commodity Study	Document code	QMS NAU CTP 11.01.03-01-2019
		Page 4 from 10	

1. INTRODUCTION

The Course Training Program has been developed on the base of training program on “Commodity Study” and Methodological Instructions for the Development and Execution of Training and Course Training Programs on Subjects” put by the directive of 16.06.15 №37/п03.


Grading system of assessment (GSA) is an integral part of the work course training program providing assessment the quality of all kinds of auditorium educational work and self-study performed by a student, as well as acquired knowledge and skills through grading assessment of results of this work in the current, modular and semester control with transfer of the grades by multi-grade scale to the national grading scale and ECTS scale.

GSA provides the use of module rating assessments (current, control, final), as well as exam or test, final semester and final rating grades.

2. SUBJECT CONTENT

2.1. Training schedule of the subject

№.	Topic	Academic hours			
		All	Lectures	Practicals	Self-study
1	2	3	4	5	6
Module №1 «Commodity Aspects of Marketing»					
1.1	Consumer needs and typology	6	2	2	2
1.2	Consumer properties of goods	8	2 2	2	2
1.3	Quality of goods	6	2	2	2
1.4	Determining the needs of the population in consumer goods	6	2	2	2
1.5	Forming and managing of assortment	12	2 2	2 2	4
1.6	Homework	8			8
1.7	Module control work №1	4		2	2
Total for the module №1		50	14	14	22
Module №2 «Non-food Commodities Study»					
2.1	Clothes and shoes. Haberdashery goods. Cultural goods	12	2 2	2 2	4
2.2	Furniture products. Household and household goods. Jewelry	8	2	2	4
2.3	Industrial goods	6	2	2	2
2.4	Industrial equipment	6	2	2	2
2.5	Packaging materials and containers	10	2 2	2	4
2.6	Auxiliary packaging materials. Marking	8	2	2	4
2.7	Psychology and packaging	6	2	2	2
2.8	Homework	8			8
2.8	Module control work №2	6	-	2	4
Total for the module №2		70	18	18	34
Total for the subject		120	32	32	56

	Quality Management System Course Training Programme on Commodity Study	Document code	QMS NAU СТР 11.01.03-01-2019
		Page 5 from 10	

2.2. Homework №1, №2

2.2.1. *The theme of the homework №1 "Determining the needs of the population in goods of the national economy".*

The purpose of the homework is to consolidate and deepen the theoretical knowledge and skills acquired by the student in the process of mastering the educational material of module № 1 in the field of commodity science.

In order to be successful, the student must know the principles of formation of commodity aspects of marketing for effective marketing activities and be able to make marketing decisions that contribute to increasing sales.

The design, execution and protection of the homework is carried out by the student individually in accordance with methodical recommendations.

The time required to complete the homework is up to 8 hours of student's self-study work

2.2.2. *The theme of homework №2 "Determination of qualitative and quantitative characteristics of goods".*

The purpose of homework is to develop students 'practical skills in solving specific commodity problems while working in enterprise marketing services, as well as to develop students' skills in commodity thinking while solving enterprise development problems.

In order to be successful, the student must know the specifics of non-food items in order to carry out effective marketing activities and be able to make marketing decisions that contribute to increased sales.

The design, execution and protection of the homework is carried out by the student individually in accordance with methodical recommendations.

The time required to complete the homework is up to 8 hours of student's self-study work

3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

3.1. List of references

Basic literature

3.1.1. Товарознавство: Навч. посібник/Під. ред. О.О. Шубіна. – К.: НМЦВО МОіН України, Студцентр, 2009. – 432 с.

3.1.2. Оснач О.Ф. Товарознавство: Навчальний посібник – К.: Центр навчальної літератури, 2004.-219 с..

3.1.3. Крикавський Є.В., Чухрай Н.І. Товарознавство: Підручник. – Львів: Видавництво Національного університет "Львівська політехніка" 2011. – 336с.

3.1.4. Оснач О.Ф. Товарознавство Промислове обладнання, прилади, інструменти. Навчальний посібник. – К.: Видавництво "Центр учбової літератури", 20074. – 304 с..

3.1.5. Святненко В.Ю. Товарознавство: Навч. посіб. – К.: МАУП, 2009. – 264с.: іл. – Бібліогр.: с. 257-259.


3.1.6. Сирохман І.В. Товарознавство пакувальних матеріалів і тари: підручник (для студ.вищ.навч.закл.)/І.В.Сирохман.В.М.Загородня.-К.: Центр учбової літератури. 2009. – 616с.

3.1.7. Полікарпов І.С., Шийко І.І., Товарознавство електроробутових машин: Посібник.-К.: Центр навчальної літератури, 2006. – 336с.

3.1.8. Захарченко П.В. Товарознавство керамічних будівельних виробів: навч. посіб. / П.В. Захарченко, П.Й. Купрієнко, К.К. Пушкарьова, В.І. Рева. – К. : КНУБА, 2014. – 221 с.

3.1.9. Коломієць Т.М. Товарознавство. Товари з пластичних мас та побутової хімії / Т.М. Коломієць. – К.: Київ. нац. торг.-екон. ун-т, 2009. – 62 с.

3.1.10. Кравченко В.М. Товарознавство будівельних виробів: навч. посіб.-К.: Київ. нац. торг.-екон. ун-т, 2014.

	Quality Management System Course Training Programme on Commodity Study	Document code	QMS NAU СТР 11.01.03-01-2019
		Page 6 from 10	

3.1.11. Шепелев А.Ф. Товароведение и экспертиза древесно-мебельных товаров: учеб. пособие / А.Ф. Шепелев. – 2-е изд., испр., доп.-М.; Ростов н/Д: МартТ, 2014. – 224 с.

3.1.12. Петрище, Ф.А. Товароведение строительных товаров: Учебное пособие / Ф.А. Петрище, М.А. Черная. - М.: ИД ФОРУМ, ИНФРА-М, 2011. – 208. с.

3.1.13. Трыкова, Т.А. Товароведение упаковочных материалов и тары: Учебное пособие / Т.А. Трыкова.-М.: Дашков и К. 2013. - 212 с.

3.1.14. Беднарчук М.С. Товарознавство сировини, матеріалів та засобів виробництва. Навчальний посібник/Беднарчук М.С., Полікарпов І.С.-К.: Центр навчальної літератури, 2006. – 560 с.

Additional literature

3.1.15. Мазаракі А.А., Пугачевський Г.Ф. Товарознавство в Україні: зародження та етапи розвитку. Генезис товарознавства // Вісн. КНТЕУ. – 2003. – № 1.

3.1.16. Мазаракі А.А., Пугачевський Г.Ф., Лагутін В.Д. Теорія і практика розвитку торгівлі: науки про торгівлю в ХХІ ст. // Економіка України. – 2005. – № 5.

3.1.17. Пугачевський Г.Ф., Михайлова Г.М. Дефініція товару як об'єкт товарознавства // Вісн. Дон. ДУЕТ. – 2014. – № 4 (24).

3.1.18. Голубенко, О.А. Товароведение непродовольственных товаров: Учебное пособие / О.А. Голубенко, В.П. Новопавловская, Т.С. Носова. - М.: Альфа-М, НИЦ ИНФРА-М, 2013. - 336 с.

3.1.19. Куликова, Н.Р. Основы товароведения: Учебное пособие / Н.Р. Куликова, В.П. Новопавловская, Н.С. Носова. - М.: Альфа-М, ИНФРА-М. 2012. - 336 с.

3.2. List of basic guidance materials for the subject

№ ord.	Name	Topic code due to topic plan	Quantity
1	Lectures brief	All topics	Electronic version
2	Guidelines of study course	All topics	Electronic version

4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Grading of different kinds of academic work performed by a student is done in accordance with Table 4.1.

Table 4.1

Grading of different kinds of academic activities performed by a student

4 th Semester				
Module №1		Module №2		Max Grade
Types of training work	Max Grade	Types of training work	Max Grade	
Active participation in practical №1.1-1.5 3 values x 6	18	Active participation in practical 3 values x 8	24	
Execution and protection of the homework	11	Execution and protection of the homework	11	
<i>For carrying out module test № 1, a student must receive not less than 18 values</i>		<i>For carrying out module test № 2, a student must receive not less than 21 values</i>		
Module Test №1	12	Module Test №2	12	
Total for module №1	41	Total for module №2	47	
Semester Examination				
Total Semester Grade				100

4.2. The completed curricular activity is accounted if the student received a positive mark according to the national scale given in the table 4.2 below.

4.3. The grades a student has been given for the different kinds of academic work are summed up and the result constituting a Current Module Grade is entered into the Module Grade Register.

Table 4.2

Correspondence between the Grades and the National Scale

Active participation in practicals	Grades		National Scale
	Module Test №1, №2	Execution and protection of the homework №1, №2	
3	11-12	10-11	Excellent
2,5	9-10	9	Good
2	7-8	7-8	Satisfactory
under 2	under 7	under 7	Bad

4.4. The Current Module Grade and the Module Test Grade together make up a Total Module Grade whose correspondence to the National Scale is shown in Table 4.3.

Table 4.3

Correspondence between the Total Module Grades and the National Scale

Module №1	Module №2	National Scale
37-41	43-47	Excellent
31-36	35-42	Good
25-30	28-34	Satisfactory
under 25	under 28	Bad

4.5. The Semester Module Grade and the Examination Grade together make up a Total Semester Grade whose correspondence to the National Scale and the ECTS Scale is shown in Table 4.4.

Table 4.4
Correspondence between the Semester
Module Grades and the National Scale

Semester Grades	National Scale
79-88	Excellent
66-78	Good
53-65	Satisfactory
under 53	Bad

Table 4.5
Correspondence between the Examination
Grade and the National Scale

Examination Grades	National Scale
11-12	Excellent
9-10	Good
7-8	Satisfactory
under 7	Bad

4.6. The Semester Module Grade and the Examination Grade together make up a Total Semester Grade whose correspondence to the National Scale and the ECTS Scale is shown in Table 4.6.

Table 4.6
Correspondence of the Total Semester Grades to the National Scale and the ECTS System

Total Semester Grades	National Scale	ECTS System	
		ECTS Grade	Explanation
90-100	Excellent	A	Excellent (excellent performance with insignificant shortcomings)
82 – 89	Good	B	Very Good (performance above the average standard with few mistakes)
75 – 81		C	Good (good performance altogether with a certain number of significant mistakes)
67 – 74	Satisfactory	D	Satisfactory (performance meets the average standards)
60 – 66		E	Sufficient (performance meets the minimal criteria)
35 – 59	Bad	FX	Bad (bad performance; a second testing is required)
1 – 34		F	Bad (very bad performance; a student shall retake the course)

4.7. The Total Semester Grade is entered into the Examination Register and into a student's record book in values, National Scale grades, and ECTS Scale grades.

4.8. The Total Semester Grade is entered into a student's record book, for example: *92/Ex/A, 87/Good/B, 79/Good/C, 68/Sat/D, 65/Sat/E*, etc.

4.9. The final grade of the discipline is equal to the final semester rating. This final grade for the discipline is recorded in the Diploma Supplement.

(Ф 03.02 – 03)

АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульо- ваного			

(Ф 03.02 – 04)

АРКУШ РЕЄСТРАЦІ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 32)

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				