

## Description of Discipline

Title of Discipline: <i>Pricing</i>					
Semester	Duration	Type of Discipline	ECTS Credits	Academic Workload	Language of Instruction
6	120 hrs.	optional	4	40 hours of classroom training, 80 hours of self-study	Ukrainian

Learning Outcomes	Teaching Methods	Evaluation Methods
LO1. To know and use economic terminology, explain basic concepts of micro- and macroeconomics.	Lectures, discussion	Group evaluation, testing, pass-fail test
LO7. The ability to apply economic and mathematical methods and models to solve economic problems.	Presentation, illustration, explanation, online teaching	Final tests, graphic methods, evaluation using a computer, pass-fail test
LO14. To use regulatory and legal acts regulating professional activity.	Online teaching, reading, taking notes	Testing, pass-fail test
LO23. To demonstrate self-study skills, critical, creative, self-critical thinking.	Discussion	Individual evaluation, pass-fail test

Title of Discipline / <i>Pricing</i>				
Semester	Duration	Type of Discipline	ECTS Credits	Student Workload
7	120	elective	4	30 hours of teaching, 90 hours of self-study

Requirements for Participation	Type of examination (oral, written, term paper, etc.)	Methods of teaching and learning (lectures, seminars, etc.)	Discipline Coordinator
Completed disciplines 'Political Economy', 'Microeconomics', 'Internal Economic Mechanism of the Enterprise', 'Cost Management'; complete general secondary education	Written exam	Lectures, practical classes	O. Minina

Learning Outcomes
GC4. Ability to apply knowledge in practical situations.

GC5. Ability to communicate in the state language both orally and in writing.  
GC7. Skills in the use of information and communication technologies.  
GC8. Ability to search, process and analyze information from various sources.  
GC11. Ability to make informed decisions.

SC1. Ability to show knowledge and understanding of the problems of the subject area, the basics of the modern economy at the micro, meso, macro and international levels.  
SC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.  
SC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.  
SC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.  
SC11. Ability to substantiate economic decisions on the basis of understanding the laws of economic systems and processes and with the use of modern methodological tools.  
SC21. Anticipate and evaluate the impact of external and internal factors and management decisions on the effectiveness of the enterprise in planning activities and developing strategies for its development.  
SC33. Ability to calculate and forecast the pricing policy of the enterprise: prices, discounts, surcharges, justification of pricing strategies.

PLO2. Understand the principles of economics, features of economic systems.

PLO6. Use professional reasoning to convey information, ideas, problems and ways to solve them to professionals and non-specialists in the field of economic activity.

PLO9. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities.

PLO10. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

PLO11. Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.

PLO12. Be able to use data, provide arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.

PLO14. Use regulations and legal acts governing professional activities.

PLO15. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.

PLO17. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions. PLO17. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions.

PLO18. Analyze economic, economic, financial, innovative activities of enterprises, institutions, organizations.

PLO19. Be able to independently identify economic problems in the analysis of specific situations, to suggest ways to solve them.

PLO23. Assess possible risks, socio-economic consequences of management decisions.

PLO27. Ability to apply knowledge and understanding to solve problems that are characteristic of the economy.

## Contents

### **MODULE 1. THEORETICAL AND METHODOLOGICAL PRINCIPLES OF PRICING**

**Topic 1. Theoretical foundations of pricing**

The essence of price and its major functions. Pricing methods. Price composition and structure. Indirect taxes in pricing.

**Topic 2. Pricing policy and enterprise strategy**

Content of pricing policy and the main stages of its development. The main stages of pricing strategy development. The main types of pricing strategies.

**Topic 3. Pricing methods**

Classification of pricing methods. Content, advantages and disadvantages of cost pricing methods. Full cost method. Method of production costs. Method of variable costs. Method of variable production costs. Experience curve pricing.

**Topic 4. Methods of market pricing**

Demand-based pricing. Competition-based pricing. Profit-oriented pricing.

**Topic 5. Parametric pricing methods**

General characteristics of parametric methods. The main types of parametric pricing methods.

**MODULE 2. APPLIED ASPECTS OF PRICING****Topic 6. Basic pricing models in today's market economy**

The system of market pricing models. Price structure in different models. Monopoly pricing. Commercial pricing. Active-passive pricing. Value-based pricing. Non-commercial pricing.

**Topic 7. Features of pricing in basic sectors of economy**

Features of pricing in industry. Features of pricing in trade. Wholesale pricing. Retail pricing. Features of pricing in agriculture. Features of pricing in construction.

**Topic 8. Features of pricing in services**

The basic concepts of the service sector. Features of establishing transport tariffs. Pricing for tourism services. Pricing for medical services. Pricing for food services.

**Exemplary Literature**

1. Berezin O.V. Pricing management: textbook for students of higher ed. inst./ O.V. Berezin, Yu.V. Karpenko. Sumy: University Book, 2012. 175 p.
2. Kolesnikov O.V. Pricing. 3rd edition. Manual. - Kyiv: Center for Educational Literature, 2007. - 144 p.
3. Mazur O.E. Market pricing. Textbook - K. : "Center for Educational Literature", 2012. - 480 p.
4. Pinishko V.S. Prices and pricing. Tutorial. - Lviv: "Intellect-West", 2006. - 488 p.
5. Pinishko V.S. Prices and pricing: textbook. / Pinishko V.S., Rudnytska O.S., Yushpovych O.I. - L. : Lviv Publishing House. commerce. acad., 2013. - 191 p.
6. Shkvarchuk L.O. Prices and pricing: Textbook / L.O. Shkvarchuk. - K. : Kondor, 2008. - 195 p.
7. Shulga O.A. Pricing: a course of lectures: [textbook. aid.] / Shulga O.A. - K. : NPU M.P. Dragomanova, 2015. - 110 p.