

**PJSC " Higher Education Institution "INTERREGIONAL ACADEMY OF
PERSONNEL MANAGEMENT"**

Danube Branch



SYLLABUS

of the academic discipline (selective)

MANAGEMENT OF EXCHANGE ACTIVITIES

Specialty **D3 Management**

Educational level: **First (bachelor's) level**

Educational program: **Management**

General information about the academic discipline

Name of the discipline	Management of exchange activities
Code and name of specialty	D3 "Management"
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	3 credits / 90 hours Lectures: 16 Seminars: 14 Independent work of students: 60
Terms of study of the discipline	Semester 8
Language of instruction	Ukrainian
Type of final control	Pass/fail (credit)

General information about the teacher. Contact information.

Gutsaliuk Oleksiy Mykolayovych	
Academic degree	Doctor of Economics
Position	Professor of the Department of Economics and Management
Areas of scientific research	Mechanisms of venture financing and management of innovative projects; development of modern international economic relations and strategies for commercialization of startups in the context of global challenges and digital economy
Links to the registers of identifiers for scientists	Google Scholar https://scholar.google.com.ua/citations?user=yjEMtjsAAAAJ&hl=ru ORCID: https://orcid.org/0000-0002-6541-4912 SCOPUS: https://www.scopus.com/authid/detail.uri?authorId=57215935877
Teacher's contact information:	
E-mail:	menedzmentuk@gmail.com
Contact phone number	+380677445957
Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/gucalyuk-portfolio-a.pdf

Discipline's description. The discipline "Management of Exchange Activities" is aimed at forming a system of knowledge in future managers on strategic management of business capitalization through the mechanisms of stock and commodity markets. The course covers the organization of the work of exchange structures, the preparation of a company for a public offering (IPO), the use of derivatives for hedging risks and managing the reputation of the issuer. market environment and interaction with stakeholders through Investor Relations tools.

The subject of the discipline is managerial relations that arise in the process of functioning of exchange institutions, organization of trade in financial and commodity assets, as well as strategic mechanisms for managing the market value of the enterprise.

The aim of the discipline of studying the educational component is to assimilate the theoretical foundations of management in financial markets and acquire practical skills in using exchange instruments to ensure sustainable development and growth of the market value of the organization.

The objectives of the discipline are to study the structure and functions of the modern exchange infrastructure; to master the methods of managing the process of entering the stock market; to form the skills of analyzing the exchange situation for strategic decision-making; to study the mechanisms for minimizing business risks through exchange insurance; mastering the methods of managing corporate rights and dividend policy of public companies.

As a result of studying the academic discipline, the student must:

Know:

- principles of organization and management of exchange activities in Ukraine and the world;
- regulatory regulation of capital markets and organized commodity markets;
- stages and methods of management of the company's IPO process;
- strategies for using derivatives to manage price and currency risks;
- information disclosure standards and ethics of issuer behavior on the exchange.

Be able to:

- analyze exchange information to assess the investment attractiveness of companies;
- substantiate managerial decisions on the choice of exchange instruments for business financing;
- to develop schemes for hedging the risks of the enterprise's activities with the help of futures and options;
- assess the impact of stock market news on the market capitalization of the organization;
- use exchange indicators to predict trends in sectoral segments of the economy.

Prerequisites for the discipline.. The study of the discipline is based on the knowledge gained during the mastering of the following mandatory components: "Enterprise Economics", "Management", "Marketing", "Investing", "Operational Management" and "Fundamentals of Business Management".

Post-requisites for the discipline. The acquired knowledge and skills are used by students during the mandatory components of the 8th semester: "Industrial (pre-diploma) practice" and preparation of the "Bachelor's qualification (diploma) work".

Content of the academic discipline

№	Topic name	Teaching Methods/Assessment Methods
Topic 1	Exchange infrastructure in the	Teaching methods:

	system of strategic management	<ul style="list-style-type: none"> - The educational process involves a combination of lectures (review, problem, visualization lectures) and practical classes in the form of seminars-discussions. - Interactive methods are widely used to form applied skills: case study, brainstorming, working in small groups, and performing analytical projects while working independently. <p>Assessment methods: Assessment is carried out according to the cumulative system and includes:</p> <ul style="list-style-type: none"> - current control: oral questioning, express testing, solving situational problems and defense of individual tasks; - modular control: written modular control work (MCR) after the completion of content blocks; - final control: exam/test (written work with theoretical and practical tasks).
Topic 2	State and self-regulation of the exchange market	
Topic 3	Management of the company's entry into the public market (IPO)	
Topic 4	Corporate Rights Management and Dividend Policy	
Topic 5	Strategic Investment Portfolio Management	
Topic 6	Risk Management and Hedging in Management	
Topic 7	Information Management and Information Disclosure	
Topic 8	Anti-crisis management in financial markets	
Module Assessment Task		
Final assessment: pass/fail (credit)		

Technical hardware and software.

Material and technical support of the educational process involves the use of specialized classrooms and library funds. Multimedia equipment (projector, computer) is used to visualize the educational material during lectures and seminars. Practical tasks and in-depth study of topics are provided by access to the Internet via free Wi-Fi coverage. Additionally, it is planned to use cloud services for teamwork (for example, Trello or Notion), specialized software for financial modeling, as well as artificial intelligence tools for conducting market research and assessing the potential of innovative projects.

Forms and methods of assessment

The system of assessment of applicants' knowledge includes current and final (semester) control.

Current assessment is carried out systematically during practical and seminar classes in order to check the level of assimilation of theoretical foundations, the formation of diagnostic and forecasting skills, as well as the ability to use specialized software for modeling and data analysis.

Forms of student participation in the educational process, which are subject to current control.

Students' participation in the educational process is realized through oral presentations, presentations of analytical research, reports on the results of case studies, as well as active involvement in professional discussions and brainstorming. The written component of the work includes the performance of control and test tasks, the preparation of analytical notes, abstracts and notes based on the materials of lectures and independent study.

Methods of current control.

The methodological tools of control combine oral forms (surveys, interviews) and written types of work (reports, calculation tasks, building models). The assessment is also

based on observing the activity of applicants in solving problem situations, checking the results of the presentation of individual projects, and conducting testing with open and closed types of tasks.

Grading system and requirements.
Table of distribution of points received by students*

Topics	Ongoing knowledge assessment						Final control		Total points
	Seminar 1 (Topic 1,2)	Seminar 2 (Topic 3,4)	Seminar 3 (Topic 5)	Seminar 4 (Topic 6)	Seminar 5 (Topic 7)	Seminar 6 (Topic 8)	Modular assessment work	Pass /Fail	
Work in a seminar class	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

Assessment Criteria and Procedure

Assessment of students' educational achievements is carried out in accordance with the current Regulations on Assessment in a Higher Education Institution.

Modular Assessment Evaluation

The Modular Assessment (MA) is carried out at the final lesson of each content block in the form of written testing.

When evaluating the unit test, the volume and correctness of the tasks are taken into account:

- grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- grade "good" (B) is given for completing 80% of all tasks;
- grade "good" (C) is given for completing 70% of all tasks;
- the grade "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are correctly completed;
- An "unsatisfactory" (FX) rating is given if less than 50% of the tasks are completed.
- Failure to appear for the unit test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "Management of Exchange Activities" is a mandatory form of assessment of students' learning outcomes. It is carried out within the terms determined by the curriculum and covers the amount of material determined by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the necessary work is admitted to the semester assessment.

The final grade is given based on the student's learning outcomes during the semester. The student's assessment consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all the required tasks and received a score of 60 points or higher receive a grade corresponding to the grade received, without additional testing.

For students who have completed all the necessary tasks, but received a score below 60 points, as well as for those who want to improve their score (result), the teacher conducts the final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Evaluation of Additional (Individual) Educational Activities

Additional (individual) types of educational activities include the participation of applicants in the work of scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc., in excess of the scope of tasks that are established by the relevant work program of the academic discipline.

By the decision of the department, students who participated in research work and performed certain types of additional (individual) types of educational activities can be awarded incentive (bonus) points for a certain educational component.

Independent Study Evaluation (Maximum — 4 points)

The total number of points received by a student for independent work is one of the components of academic success in the discipline. Independent work on each topic, according to the course program, is evaluated in the range from 0 to 4 points using standardized and generalized criteria for assessing knowledge.

Scale for evaluating the performance of independent work (individual tasks)

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

Forms of assessment include: current assessment of practical work; current assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects that require the development of practical skills and competencies (optional format); solving situational problems; preparation of resumes on independently studied topics; testing or written exams; preparation of draft articles, conference abstracts and other publications; other forms that ensure a comprehensive assimilation of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activities at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale score	
		for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with the obligatory re-study of the discipline	fail with mandatory re-study of the discipline

Discipline’s Policy

Successful mastering of the educational component "Management of Exchange Activities" requires high self-discipline and a responsible attitude to the educational process from students. Prerequisites are regular attendance of lectures and practical classes, active participation in classroom work, as well as timely and high-quality performance of all types of independent and control tasks provided for by the program. In case of missing classes or obtaining unsatisfactory results, the student is obliged to liquidate academic debt by working out the relevant topics.

An integral part of education is strict adherence to the norms of academic ethics and culture of behavior. The educational process is based on the principles of academic integrity, which involves the exclusive independent performance of all written works, reports and presentations. Any borrowings of thoughts or texts of other authors should be accompanied by correct references to primary sources. Within the course of the course, any manifestations of academic dishonesty are unacceptable, including plagiarism, self-plagiarism, fabrication and falsification of data, cheating, deception, bribery or biased evaluation.

Recommended sources of information

Basic literature:

1. On Capital Markets and Organized Commodity Markets: Law of Ukraine of February 23, 2006, No. 3480-IV. URL: <https://zakon.rada.gov.ua/laws/show/3480-15>.
2. On State Regulation of Capital Markets and Organized Commodity Markets: Law of Ukraine of October 30, 1996, No. 448/96-VR. URL: <https://zakon.rada.gov.ua/laws/show/448/96-vr>.
3. On joint stock companies: Law of Ukraine of July 27, 2022, No. 2465-IX. URL: <https://zakon.rada.gov.ua/laws/show/2465-20>.
4. Prykhodko D. O. Fundamentals of Exchange Activity: Textbook. Kharkiv: FOP Brovin O. V., 2021. 280 p.
5. Khrushch N. A., Izhevsky P. G., Bezvukh S. V. Exchange activity: study. Manual. Kyiv: Kondor, 2019. 348 p.
6. Solodkyi M. O., Ilchuk M. M. Exchange trade in commodity markets. Manual. Kyiv: Ed.-ed. Department of NUBiP of Ukraine, 2023. 588 p.

7. Bugil S. Y., Dudyak R. P. Organization of Exchange Activity: Fundamentals of Theory and Practicum. Manual. Lviv: Magnolia 2006, 2025. 360 p.

Additional literature:

1. Ilchuk M. M., Yavorska V. O., Radko V. I. Organizational Principles of Exchange Operations on the Exchange Market. *Market infrastructure*. 2021. № 52. URL: http://www.market-infr.od.ua/journals/2021/52_2021/6.pdf/.
2. Kraus K. M., Kraus N. M., Manzhura O. V. Electronic Commerce and Internet Trade: Teaching Method. Manual. Kyiv: Agrarian Media Group, 2021. 454 p.
3. Yavorska V. O. Hedging mechanism on the exchange commodity market. *Priazovsky Economic Bulletin*. 2019. Vol. 3 (14). URL: <http://www.pev.kpu.zp.ua/vypusk-3-14>.
4. Hull J. Options, Futures and Other Derivative Securities. 9th ed. New Jersey : Prentice Hall, 2019. 852 p.
5. The Use of Digital Marketing Tools for the Transformation of Brand Communications in the Modern Conditions of the Advertising Business / E. Ohar et al. *IJCSNS International Journal of Computer Science and Network Security*. 2022. Vol. 22, No. 11. P. 733–738. URL: http://paper.ijcsns.org/07_book/202211/2022111102.pdf.
6. Kovalenko Y. M. *Ekonomika finansovogo sektoru* [Economics of the financial sector]. Irpin: University of the State Fiscal Service of Ukraine, 2020. 402 p.

Information resources:

1. Agrarian Exchange - agrex.gov.ua
2. Association "Exchange and Electronic Platforms" - aeaep.com.ua
3. Association "Ukrainian Stock Traders" - aust.com.ua
4. National Securities and Stock Market Commission - nssmc.gov.ua
5. National Commission for State Regulation of Financial Services Markets - dfp.gov.ua