

| Discipline | Optional discipline № 8.1 «Pricing for International Business» |
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| Degree of higher education | Bachelor |
| Name of specialty / study programme | International Economic Relations / International Business |
| Mode of study | Full-time |
| Year of studies, semester, duration | 4th year, 7th semester, one-semester |
| Semester control | Pass/fail test |
| Number of hours (lectures and seminars), credits | 120 (20/18), 4 credits |
| Language | Ukrainian or English |
| Department in charge | International Economic Relations and Project Management |
| Author of the discipline | Andrii Syshchuk |
| Short description | |
| Prerequisites | Fundamentals of economic theory and theory of international economic relations. |
| What will be studied? | Fundamentals and features of world market price formation, pricing methods, transfer pricing, and pricing trends in international markets. |
| Why is it interesting and should be learnt? | Knowledge of the structure of world prices, understanding of factors and trends their formation is a necessary condition for business organization, profitable and successful foreign economic transactions. |
| What can be learnt? (study results) | Formation of skills of price analysis, the ability to create and adapt your business pricing policy to foreign market pricing trends. |
| How can the acquired knowledge and skills (competences) be used? | By using information about the principles of formation, structure, and prices dynamic for the analyzing and development of the pricing policy of a particular business, maximizing its profits and |

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| | strengthening competitive positions. |
| Suggested readings | <p>1. Pricing in world product markets. URL: http://www.kpi.kharkov.ua/archive/microcad/2018/S14/microcad18_169.pdf (in Ukrainian).</p> <p>2. Ushakova N. G., Savytska N. L. International pricing: textbook. - Kyiv: VD "Professinal", 2004. 218 p. (in Ukrainian)</p> <p>3. INTERNATIONAL PRICING. URL: https://www.pricebeam.com/international-pricing</p> <p>4. Measuring international price and cost competitiveness. URL: https://www.bis.org/publ/econ39.htm</p> |
| Web-link to the description of the discipline | https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin |

Здійснити вибір - [«ПС-Журнал успішності-Web»](#)