

<b>Discipline</b>	<b>Optional discipline № 8.1 «Pricing for International Business»</b>
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	4 year, 7 semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	150 (10/14), 5 credits
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Andrii Syshchuk
<b>Short description</b>	
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 strengthening competitive positions.
Suggested readings	<p>1. Pricing in world product markets. URL: <a href="http://www.kpi.kharkov.ua/archive/microcad/2018/S14/microcad18_169.pdf">http://www.kpi.kharkov.ua/archive/microcad/2018/S14/microcad18_169.pdf</a> (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: <a href="https://www.pricebeam.com/international-pricing">https://www.pricebeam.com/international-pricing</a></p> <p>4. Measuring international price and cost competitiveness. URL: <a href="https://www.bis.org/publ/econ39.htm">https://www.bis.org/publ/econ39.htm</a></p>