

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL  
UNIVERSITY OF ECONOMICS**

**APPROVED:**

Head of the admissions  
committee of Simon Kuznets Kharkiv  
National University of Economics



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**EXAMINATION PROGRAM**

the educational degree of "MASTER"

**Speciality 051 "Economics"**

- Educational and professional program - Business Statistics and Analytics
- Educational and professional program - Business Economics (Enterprise Economics, Economics and Economic Policy)
- Educational and professional program - Economic Cybernetics
- Educational and professional program - International Economics
- Educational and professional program - Personnel Management in Business

**Speciality 292 "International Economic Relations"**

- Educational and professional program - International Business

Kharkiv  
2023

A professional examination is a comprehensive exam that includes theoretical and practical parts (test tasks of varying difficulty levels). Test questions are included for the following basic disciplines: microeconomics, macroeconomics, enterprise economics, and the system of international economic relations.

The tasks of the professional entrance exam are designed to identify the knowledge, skills, and competencies that a bachelor's degree holder in the speciality 051 "Economics" possesses (Table 1).

Table 1

The main competencies that a bachelor's degree holder in the speciality 051 "Economics" should possess

<b>General competences</b>	<p>GC1. Ability to exercise their rights and duties as a member of society, to realize the values of a civil (democratic) society and the necessity of its sustainable development, the supremacy of law, and the rights and freedoms of the individual in Ukraine.</p> <p>GC2. Ability to preserve moral, cultural, and scientific values and to contribute to the achievements of society based on an understanding of the history and laws of development of the subject area, its place in the general system of knowledge about nature and society, and in the development of society, technology, and techniques. Also, to use various types and forms of physical activity for active recreation and maintaining a healthy lifestyle.</p> <p>GC3. Ability for abstract thinking, analysis, and synthesis.</p> <p>GC4. Ability to apply knowledge in practical situations.</p> <p>GC5. Knowledge and understanding of the problems of the subject area of professional activity.</p> <p>GC6. Ability to communicate in the state language both orally and in writing.</p> <p>GC7. Ability to communicate in a foreign language.</p> <p>GC8. Skills in using information and communication technologies.</p> <p>GC9. Ability to search, process, and analyze information from different sources.</p> <p>GC10. Ability to adapt and act in a new situation.</p> <p>GC11. Ability to be critical and self-critical.</p> <p>GC12. Ability to make informed decisions.</p> <p>GC13. Interpersonal skills and ability to act socially responsible and conscious.</p>
<b>Special (professional, subject) competences</b>	<p>SC1. The ability to identify knowledge and understanding of the problems of the subject area, the basics of the functioning of the modern economy at micro, meso, macro, and international levels.</p> <p>SC2. The ability to carry out professional activities in accordance with current regulatory and legal acts.</p> <p>SC3. Understanding the peculiarities of leading scientific schools and directions of economic science.</p> <p>SC4. The ability to explain economic and social processes and phenomena based on theoretical models, analyze and meaningfully interpret the obtained results.</p> <p>SC5. Understanding the peculiarities of the modern world and national economy, their institutional structure, justification of the directions of social, economic, and foreign economic policy of the state.</p> <p>SC6. The ability to apply economic and mathematical methods and models to solve economic problems.</p> <p>SC7. The ability to apply computer technologies and data processing software to solve economic tasks, analyze information and prepare analytical</p>

	<p>reports.</p> <p>SC8. The ability to analyze and solve problems in the field of economic and social labour relations.</p> <p>SC9. The ability to predict socio-economic processes based on standard theoretical and econometric models.</p> <p>SC10. The ability to use modern sources of economic, social, managerial, accounting information to prepare official documents and analytical reports.</p> <p>SC11. The ability to substantiate economic decisions based on an understanding of the regularities of economic systems and processes and using modern methodological tools.</p> <p>SC12. The ability to independently identify economic problems when analyzing specific situations and propose ways to solve them.</p> <p>SC13. The ability to conduct economic analysis of the functioning and development of economic entities, assess their competitiveness.</p> <p>SC14. The ability to in-depth analyze problems and phenomena in one or several professional spheres, taking into account economic risks and possible social consequences.</p>
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## **CONTENT OF PROFESSIONAL ENTRANCE EXAMS**

### **CHAPTER 1. MICROECONOMICS**

#### **1 1.1. Basics of Economics. Resource Efficiency.**

1.1.1. Subject and functions of economic science. Levels of economic analysis. Definitions: Macroeconomics. Microeconomics. Meso-economics. Megaeconomics.

1.1.2. The problem of resource scarcity and the need for choice. Production possibility frontier (transformation curve). Opportunity cost. Economic efficiency.

1.1.3. General scientific methods of economic analysis. Marginal analysis. Economic indicators. Nominal and real variables. Concept of normative and positive economics.

#### **1.2. Demand, supply, and market mechanism.**

1.2.1. Demand and the law of demand. Analysis of changes in demand and the quantity demanded. Non-price determinants of demand.

1.2.2. Elasticity of demand and its types. Price elasticity of demand and total revenue of the producer. Economic interpretation of the values of different types of elasticity of demand.

1.2.3. Supply and the law of supply. Analysis of changes in supply and the quantity supplied. Non-price determinants of supply. Price elasticity of supply.

1.2.4. Market equilibrium. Determination of equilibrium price and quantity of a good. Producer surplus and consumer surplus. The effect of changes in demand and supply on equilibrium price and quantity in the market.

1.2.5. Direct and indirect influence of the government on market equilibrium. Consequences of imposing maximum and minimum prices. Analysis of the impact of indirect taxes, subsidies, and grants on the market position of buyers and sellers. Net losses to society.

### **1.3. Consumer behaviour theory.**

1.3.1. Utility in economics and the problem of its measurement. Utility function. Total and marginal utility. The law of diminishing marginal utility.

1.3.2. The essence of rational consumer choice. The concept of "consumer equilibrium". The rule of consumer equilibrium in the consumption of a bundle of goods.

1.3.3. Indifference curves and their properties. The marginal rate of substitution of one good for another. The map of indifference curves.

1.3.4. Budget constraint and consumer possibilities. Consumer equilibrium from an ordinal approach. The consumer's response to changes in the prices of goods and income. The "income-consumption" and "price-consumption" models.

### **1.4. Production and cost theory.**

1.4.1. Parameters of enterprise functioning as a microeconomic model. The essence of the production. Production technology. The concept and parameters of the production function. The production function with one variable factor. The law of diminishing marginal productivity of the variable factor. Total, average, and marginal product and their interrelationships. Stages of production.

1.4.2. The production function with two variable factors. Isoquants: concept and properties. Isocost line. The rule of producer equilibrium.

1.4.3. Economic and accounting approaches to determining production costs. Explicit and implicit production costs. Economic, accounting, and normal profits.

1.4.4. Fixed, variable, and total production costs. Average and marginal production costs in the short and long run. Constant, increasing, and decreasing returns to scale.

### **1.5. Market structures. Perfect competition, monopoly, monopolistic competition, oligopoly.**

1.5.1. The essence of market structure. Types of market structures.

1.5.2. The nature, characteristics, and conditions of functioning of perfectly competitive markets. Efficiency of perfect competition. Conditions for the equilibrium of a perfectly competitive firm.

1.5.3. Characteristics of the market structure of pure monopoly. Types of monopolies. Comparative evaluation of competitive and monopolistic markets. Social losses from the activities of a monopolist. Equilibrium conditions of a monopolist in the long-run and short-run periods.

1.5.4. Characteristics of the market structure of monopolistic competition. Non-price competition in the conditions of monopolistic competition. Equilibrium conditions of a producer in the long-run and short-run periods. Efficiency of monopolistic competition. Features of the organization of an oligopolistic market. Types of oligopolies. Economic consequences of oligopoly

## **CHAPTER 2. MACROECONOMICS**

### **2.1. Macroeconomic Indicators in the System of National Accounts.**

2.1.1. Basic indicators of the national accounts system and methods for their determination: Gross Domestic Product (GDP), Gross National Product (GNP), Net Domestic Product (NDP), National Income (NI). Three methods for calculating GDP.

2.1.2. Price indices and their types. Consumer Price Index (CPI). Nominal and real GDP. GDP deflator. Converting nominal GDP to real GDP. Inflation and deflation.

2.1.3. Keynesian consumption and savings functions. Marginal propensity to consume and to save. Average propensity to consume and to save. Factors affecting consumption and savings.

2.1.4. Nature and types of investments (gross and net; real and financial; short-term and long-term; direct and portfolio; venture and risk-free). Autonomous and induced investments. Investment multiplier.

2.1.5. Aggregate expenditures. Equilibrium level of GDP. Keynesian cross. Expenditure multiplier. Tax multiplier. Inflationary and recessionary gaps.

### **2.2. Aggregate Demand and Aggregate Supply.**

2.2.1. Aggregate Demand: nature and structure. Price and non-price factors affecting aggregate demand. Aggregate demand curve and its shifts.

2.2.2. Aggregate Supply: nature and factors affecting it. Aggregate supply curve and its shifts. Short-run and long-run aggregate supply.

2.2.3. Equilibrium of aggregate demand and aggregate supply in the short run and the long run.

### **2.3. Macroeconomic Instability.**

2.3.1. Business cycle and its phases (recession, trough, expansion, peak). Causes of economic fluctuations. Short, medium, and long cycles.

2.3.2. Inflation: nature, causes, types, and socio-economic consequences. Inflation rate and inflationary gap.

2.3.3. Anti-inflationary policy: nature and types (active and passive).

2.3.4. Unemployment and its types (structural, frictional, cyclical). Natural rate of unemployment. Actual and potential GDP. Okun's law.

## **2.4. The money market and banking system. State monetary policy.**

2.4.1. The money market and its aggregates.

2.4.2. Demand for money. Money supply. Simple deposit multiplier. Equilibrium in the money market.

2.4.3. Monetary policy: essence, objectives, and types (tight and loose money policies).

**2.5. Fiscal policy: essence, types (discretionary and non-discretionary). Laffer curve.**

**2.6. Economic growth: essence and types (extensive and intensive). Factors of economic growth.**

**2.7. Human resources and human development. Sustainable human development.** Components of the Human Development Index.

## **2.8. Social economy and policy.**

2.8.1. Objects and subjects of social policy. Types and instruments.

2.8.2. State social standards (subsistence minimum, minimum wage, minimum pension).

## **3. ENTERPRISE ECONOMICS**

### **3.1. Fundamentals of Enterprise Functioning**

3.1.1. Enterprise as a subject of economic activity: essence and directions of activity (marketing, management, financial-economic, production, accounting-control, innovation).

3.1.2. Types of enterprises (according to the purpose and nature of activity: commercial and non-commercial; according to the form of ownership: private, collective, municipal, state, mixed; according to the national ownership of capital: national, with foreign investments, foreign, mixed; according to the scale of activity: large, medium, and small) and their associations (association, cooperation, consortium, concern, cartel, trust, industrial-financial groups, holdings).

3.1.3. Enterprise business environment: internal (micro-environment), intermediate (meso-environment), and external (macro-environment).

### **3.2. Structure and Management of the Enterprise**

3.2.1. Functions (planning, organization, motivation, control) and methods of enterprise management (organizational, economic, and socio-psychological).

3.2.2. Types of organizational management structures for enterprises (linear, functional, linear-functional, matrix, and divisional).

3.2.3. Concept of production structure and social infrastructure of the enterprise.

3.2.4. Technical and technological base of the enterprise and social forms of production organization (concentration, specialization, cooperation, combination, conversion, and diversification).

### **3.3. Enterprise Activity Planning**

3.3.1. Planning: Essence and Types of Enterprise Plans. Strategic, Tactical, and Operational Planning: Essence and Time Limits.

3.3.2. Business Plan: Definition and Its Sections (Summary; Description of Products (Services); Marketing Plan; Production Plan; Organizational Plan; Financial Plan; Risk Assessment).

3.3.3. The Concept of Economic-Mathematical Model and Modeling. Classification of Models. The Concept of Model Adequacy. "Black Box" Model. Basic Stages of Building an Economic-Mathematical Model.

3.3.4. The Concept of a Statistical Model Between Variables. The Essence of the Correlation Relationship. Criteria for Evaluating the Statistical Significance of the Linear Relationship.

### **3.4. Resource Provision of Enterprise Activity**

3.4.1. Fixed Assets (Non-Current Assets): Essence, Types of Structures, Wear and Tear, Depreciation, Asset Turnover, Asset Intensity, and Asset Equipment.

3.4.2. Current Assets (Current Assets): Essence, Types of Structures, Turnover Ratio, and Duration of One Turnover.

3.4.3. Intangible Resources and Intangible Assets: Essence, Types, and Depreciation.

3.4.4. Innovations: Essence, Types, and Innovative Process.

### **3.5. Costs and Results of Enterprise Activity**

3.5.1. Product Cost and Production Budget (Material Costs, Labor Costs, Social Benefit Contributions, Depreciation, Other Operational Expenses).

3.5.2. Price for Products (Services): Essence and Functions (Accounting, Distributive, and Stimulating). Types of Prices (Contractual, Free, Regulated; Retail and Wholesale).

3.5.3. Revenue and Profit of the Enterprise (Gross and Net).

3.5.4. Effect and Efficiency of Enterprise Activity: Essence and Differences.

### **3.6. Personnel of the enterprise. Labour economics.**

3.6.1. Personnel of the enterprise, categories of personnel. Personnel motivation: essence and methods (economic and non-economic).

3.6.2. Essence of wages as a socio-economic category. Nominal and real wages. Forms of payment for labour.

3.6.3. Social-labor relations at the enterprise: the essence of the concept. Subjects of social-labour relations: the state, employers, and hired employees.

## **CHAPTER 4. INTERNATIONAL ECONOMIC RELATIONS SYSTEM**

### **4.1. International economic system.**

4.1.1. Essence of the international economic system and its elements. International division of labour.

4.1.2. International economic relations, subjects, objects, and structural levels (enterprises, intergovernmental, regional, global) of international economic relations.

4.1.3. Forms of international economic relations. International trade in goods, international trade in services, an international movement of capital, international migration of labour, international scientific and technical cooperation, international monetary and credit relations, and international economic integration.

### **4.2 International trade in goods and services.**

4.2.1 Theories of international trade (classical theories of international trade, neoclassical and alternative theories).

4.2.2 Forms, methods, and Indicators of international trade in goods.

4.2.2.1 Concepts and forms of international trade: traditional (export and import), compensatory (counter-purchases, barter trade, offset agreements, industrial compensation agreements), trade through cooperation; most favoured nation, preferential, discriminatory trade.

4.2.2.2 Methods of international trade in goods. International trade based on direct links between counterparties and through organized commodity markets (exchanges, auctions).

4.2.2.3 Indicators of international trade: 1) volume (foreign trade turnover; general trade, physical volume index of foreign trade); 2) result indicators (trade balance, balance of current transactions, trade balance index, export concentration index, country's import dependence coefficient, terms of trade index); 3) intensity (exports, imports per capita; export quota, import quota, foreign trade quota, the intensity of intra-industry trade); 4) economic efficiency (efficiency of foreign trade, export efficiency coefficient of the country).

4.2.3. International trade contract: types, structure, functions. International trade terms (INCOTERMS-2020).

4.2.4. Regulation of international trade in goods and services: tariff and non-tariff trade policy instruments. UNCTAD classification of non-tariff instruments. Macroeconomic effects of using tariff and non-tariff methods for small and large economies.

4.2.5. Types of services in international trade according to the WTO (GATS) classification.

### **4.3. International capital flows.**



4.3.1. Forms and factors of international capital flows.

4.3.2. Foreign direct investment: essence and forms. Portfolio investment: essence and instruments of international portfolio investment. Types of investment operations with securities (equity instruments, debt securities).

4.3.3. International investment market: essence, specificity, structure. International stock market. The international bond market. Derivatives market (forward and futures contracts, options and swaps).

4.3.4. Investment attractiveness and the system of indicators characterizing it. Investment climate of the country: concepts and main components. Investment attractiveness and investment climate of Ukraine.

4.3.5. Forms and methods of international legal regulation of investment activity: investment protection, state guarantees, administrative and diplomatic support, investment insurance, and avoidance of double taxation. Institutional regulation of investment activity: UNCTAD, bilateral and multilateral agreements, Trade-Related Investment Measures (TRIMs) Agreement, Agreement on the Protection of Foreign Investment.

#### **4.4. International Labor Migration. World Labor Market.**

4.4.1. Concepts of international labour migration. External and internal labour migration; international labour migration: emigration, immigration, re-emigration.

4.4.2. Main reasons, directions, and patterns of international labour migration. International labour centres of gravity. Countries of origin of labour migration. Socio-economic consequences of international labour migration: recipient and donor countries.

4.4.3. World labour market: essence and specifics, functions and segments. Geographic and sectoral structure of the world labour market. Concepts and forms of informal employment in the world labour market. Regulation of international labour migration: levels (national, international), methods (economic, administrative, institutional). International Labor Organization in the global system of labour migration regulation.

4.4.4. Ukraine in international migration processes: consequences, advantages, and threats. Main factors of emigration and recipient countries of the labour force from Ukraine

#### **4.5. International scientific and technical cooperation.**

4.5.1. The essence of technology and international technology transfer. Forms of technology transfer and protection. Methods of commercial and non-commercial international technology transfer.

4.5.2. Institutional regulation of the world technology market: the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) of the WTO, the Committee on Technology Transfer of the United Nations Conference on Trade and

Development (UNCTAD), the World Intellectual Property Organization (WIPO).

4.5.3. Priority directions for the development of international technological exchange for Ukraine.

#### **4.6. International monetary and financial relations.**

4.6.1. Currency: concepts, types, and varieties. Reserve currencies. Exchange rates and currency quotations. Factors affecting exchange rates. Currency regimes. Purchasing power parity. Currency system. Types of currency systems: national, regional (international), and global. Evolution of the global currency system. European Monetary System.

4.6.2. The world currency market: essence, functions, structure, and subjects. Concepts and types of currency transactions (current, capital movement-related, opening and managing currency accounts, non-trade operations, operations involving the attraction and placement of currency funds, conversion transactions (spot, forward, futures, currency options), swaps, currency arbitrage). Currency regulation and its types. Currency policy and its tools (currency intervention, currency dumping, discount policy, devaluation and revaluation, currency restrictions).

4.6.3. International credit: concepts, functions, and forms. External debt. Types and indicators of external debt. Methods and tools for managing external debt. Institutional regulation of international credit relations: IMF, World Bank Group, London and Paris Clubs of Creditors.

4.6.4. International settlements: concepts, forms (documentary: letter of credit, collection), non-documentary (advance payment, payment on open account, bank transfer, settlements using checks, bills of exchange, plastic cards, consignment) and types (national currency, international collective currency, gold, clearing settlements). Currency clearing: concepts, reasons for use, types (by transaction volume, by mutual agreement of parties, by balance regulation method).

4.6.5. Balance of payments: concepts, structure (IMF recommendations, 6th edition), factors of influence, and methods of balancing.

#### **4.7. International Economic Integration.**

4.7.1. Types of international economic integration: preferential trade area, free trade area, customs union, common market, economic union, full economic integration. Ukraine's free trade area with the EU as a deep and comprehensive one. Organizational forms of cooperation between Ukraine and NATO in the economic sphere.

4.7.2. Economic effects of international integration. Static effects (creation of trade, diversion of trade) and dynamic effects (benefits from specialization, economies of scale; increased prosperity; improvement of payment and trade balances; development of trade structure; attraction of investment).

## RECOMMENDED REFERENCES

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Head of the certification commission

Galyna SELEZNOVA