

HIGHER EDUCATIONAL ESTABLISHMENT OF UKOOSPILKA
 “POLTAVA UNIVERSITY OF ECONOMICS AND TRADE”

Educational and Scientific Institute of International Education
 International Economics and International Economic Relations Department

SYLLABUS

academic discipline

“Diplomatic support for international business”

2022-2023 academic year

Year and semester of study	4 th year, 7 th semester
Educational program / specialization	International Business
Specialty	292 International Economic Relations
Branch of knowledge	29 International Relations
Degree of higher education	bachelor

Name and surname of the teaching staff,
 who conducts classes,
 scientific degree and academic title,
 position

Svitlana Tul

PhD in Economics, Associate Professor
 Associate Professor at International Economics and
 International Economic Relations Department

Phone number	+38 0532 50-91-68
E-mail	puet.me@gmail.com
Class schedule	http://schedule.puet.edu.ua/
Consultations	face-to-face consultation: Monday through Friday from 17.05 to 18.25 online: by e-mail, Monday through Friday from 17.05 to 18.25
Distance course web page	http://www2.el.puet.edu.ua/iz/course/view.php?id=600

Course description

Course objectives	to form the system of theoretical knowledge and practical skills connected with the diplomatic support for international business in the context of the implementation of the state foreign trade policy; to develop analytical skills by assessing the impact of the system of diplomatic support of international business on information and analytical activities, financial and investment spheres; to expand knowledge base about the national economic security using diplomatic support methods for international business.
Duration	6 ECTS credits/180 hours (lectures – 18 hours, trainings – 54 hours, self-study – 108 hours).
Forms and methods of teaching	Forms: lectures and trainings in the classroom, self-study outside the schedule. Methods: business and simulation games, case study, project method.
System of current and final control	Current control: attending classes, presenting homework; discussing lesson material; fulfillment of educational tasks (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; tests; current modular work. Final control: final test.
Basic knowledge	Extensive knowledge of cross-cultural communications, international economic relations, international business
Language of teaching	Ukrainian, English.

The list of competencies provided by this academic discipline, program learning outcomes

Program learning outcomes	Competencies to be mastered by the applicant
<ul style="list-style-type: none"> to systematize and organize the received information about processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations taking into account the peculiarities of the national and international environment; to determine the functional features, nature, level and 	<ul style="list-style-type: none"> the ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity); the ability to substantiate the expediency of applying legal, economic and diplomatic methods (means) of resolving conflict situations at the international level; the ability to evaluate and analyze the security component in

Program learning outcomes	Competencies to be mastered by the applicant
<p>degree of relationships between subjects of international economic relations of different levels and establish communications between them;</p> <ul style="list-style-type: none"> • to determine the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine; • to defend the national interests of Ukraine, taking into account the security component of international economic relations; • to understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both in state and foreign languages; • to apply the appropriate methods, rules and principles of the functioning of international economic relations for the development of Ukraine's foreign economic activity; • to be aware of the need for lifelong learning to acquire knowledge, in order to maintain professional competence at a high level. 	<p>international economic relations;</p> <ul style="list-style-type: none"> • the ability to apply the methods, rules and principles of functioning of international economic relations for the development of Ukraine's foreign economic activity.

Academic discipline outline

Topics	Types of activities	Assignment for self-study in the context of topics
Module 1. Diplomatic relations and their impact on the functioning of international business		
Topic 1. Interstate relations and diplomatic contacts establishment between international entities.	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare a mini-project on the topic "Types of diplomacy and the use of their tools in the process of establishing interstate relations and diplomatic contacts".
Topic 2. Protocol and etiquette in international business practices.	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Develop a detailed program for the stay of the foreign delegation in Ukraine for 3 days.
Topic 3. Economic diplomacy in the system of international regulation of the world economy.	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	To analyze the activity of institutions supporting international trade and investment in different countries. Assess the diplomatic function and role of TNCs in economic diplomacy.
Module 2. Coordination mechanisms and diplomatic support for international business		
Topic 4. Principles of diplomatic support of international economic activities of companies.	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	To draw up an extended plan of measures for diplomatic support of international economic activities of companies. Prepare a presentation on the topic "Foreign practice of lobbying the economic interests of international business".
Topic 5. International trade disputes and the role of economic diplomacy in their settlement.	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Assess the scope and consequences of trade conflicts, disputes and trade wars in different countries.
Topic 6. The economic security of international business.	Attending classes, presenting homework; discussing lesson material; participating in learning activities (working in small groups; solving case studies; preparing and presenting projects); self-study tasks; test	Prepare a report on the topic "National economic security and risk management in international business".

References

1. Bergeijk, P., Moons, S. (2018). Research Handbook on Economic Diplomacy: Bilateral Relations in a Context of Geopolitical Change. Cheltenham, UK ; Northampton, MA : Edward Elgar Publishing. URL: <https://www.elgaronline.com/view/edcoll/9781784710835/9781784710835.xml>
2. Chatterjee, C. (2020). Economic Diplomacy and Foreign Policy-making. Springer International Publishing. 201 p.
3. Guliyev, A. D. (2017). Foundations of Diplomatic Protocol and Etiquette: Monograph. Brno: CERM. URL: https://er.nau.edu.ua/bitstream/NAU/31215/1/Английский_16_03_17.pdf
4. International Trade Centre (2019). A Guide to Commercial Diplomacy. ITC, Geneva. URL: http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/Commercial%20Diplomacy_English_WEB.pdf
5. Jenkins, M., Mulcahy, S. (2018). Businesses' lobbying practices. Transparency International. URL: https://knowledgehub.transparency.org/assets/uploads/helpdesk/Businesses-Lobbying-Practices_2018.pdf
6. Ruël, H. (2018). International Business Diplomacy: How Can Multinational Corporations Deal With Global Challenges? Emerald Publishing Limited URL: <https://pdfs.semanticscholar.org/fd10/2756efd8a670c921a618e364bba0c3d0b58e.pdf>
7. Ruël, H. (2018). Making Trade Missions Work: A Best Practice Guide to International Business and Commercial Diplomacy. Велика Британія: Emerald Publishing Limited. 96 p.

Software for the academic discipline

- Microsoft Office.

Academic discipline study and assessment policy

- Deadline and retake policy: assignments that are submitted after deadline without good reason are evaluated for a lower grade (75% of the possible maximum number of points for the type of activity). The retake of modules occurs with the permission of the lead teacher if there are good reasons (for example, sick leave).
- Academic integrity policy: students must consciously abide by the “Regulation on academic integrity” (http://puet.edu.ua/sites/default/files/polozhennya_pro_akademichnu_dobrochesnist_2020.pdf); cheating during current modular work and test is prohibited (including using mobile devices). Mobile devices are allowed to be used only for online tests and preparation of practical tasks during the lesson.
- Class attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place online (Moodle) in agreement with the lead teacher.
- Policy of enrollment in non-formal education: <http://puet.edu.ua/uk/neformalna-osvita>;
- Regulations on crediting the results of non-formal education: http://puet.edu.ua/sites/default/files/polozhennya_pro_zarahuvannya_rezultativ_neformalnoyi_osvity.pdf

Assessment

The final grade for the study of the academic discipline is calculated through the current assessment

Types of activities	Maximum points
Module 1 (topics 1-3): attending classes (5 points), presenting homework (3 points); discussing lesson material (3 points); participating in learning activities (3 points); self-study tasks (3 points); tests (3 points); module test (10 points)	30
Module 2 (topics 4-6): attending classes (5 points), presenting homework (3 points); discussing lesson material (3 points); participating in learning activities (3 points); self-study tasks (3 points); tests (3 points); module test (10 points)	30
Exam	40
Total	100

Students' assessment scale based on the results of studying the course

The number of points for all types of educational activities	ECTS grading scale	Score in accordance with national grading scale
90-100	A	Excellent
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Satisfactory enough
35-59	FX	Unsatisfactory with possibility to retake the credit test
0-34	F	Unsatisfactory with compulsory retake of the course