

HIGHER EDUCATIONAL ESTABLISHMENT UKOOSPILKA
 "POLTAVA UNIVERSITY OF ECONOMICS AND TRADE"
 Educational and Scientific Institute of International Education
 International Economics and International Economic Relations Department

SYLLABUS
 academic discipline
 «**International business**»
 for the 2022-2023 academic year

Course and semester of study	2 nd year, 3-4 semesters 3 rd year, 5-6 semesters
Educational program / specialization	"International Business"
Specialty	292 International economic relations
Branch of knowledge	29 International relations
Degree of higher education	bachelor

The name of the teaching staff, who conducts classes in terms of the course
 scientific degree and academic title,
 position

Victoria Strilets

PhD in Economics,
 Professor of International Economics
 and International Economic Relations
 Department

Phone number	+38-053-250-91-68
E-mail address	puet.me@gmail.com
Class schedule	http://schedule.puet.edu.ua/
Consultations	http://www.me.puet.edu.ua online: by e-mail, Monday through Friday from 10.00 to 17.00
Online course web-address	http://www2.el.puet.edu.ua/st/course/view.php?id=2141 http://www2.el.puet.edu.ua/st/course/view.php?id=2176 http://www2.el.puet.edu.ua/st/course/view.php?id=2422 http://www2.el.puet.edu.ua/st/course/view.php?id=2468

Course description

Course objectives	Formation of theoretical knowledge and practical skills of students on the forms, functions, mechanism, and features of international business in modern conditions of world economy development.
Duration	18 ECTS credits / 540 hours (lectures 144 hours, practical classes 288 hours, independent work 108 hours)
Forms and methods of teaching	Lectures and practical classes in the classroom, independent work outside the schedule
Current and final control system	Current control: attending classes; homework protection; discussion of lesson material; performance of educational tasks; reports with

	abstracts and their discussion; testing; current modular work Final control: Test
Basic knowledge	Theoretical knowledge and practical skills of students on the forms, functions, mechanism and features of international business in modern conditions of world economy development.
Language of teaching	English

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

Program learning outcomes	Competences that must be mastered by the applicant
<p>1. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital movements, international monetary and financial relations, human resources mobility, international technology transfer.</p> <p>2. Identify and identify features of the functioning of the subjects of international relations and models of their economic development.</p> <p>3. Carry out a comprehensive analysis of complex economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning.</p> <p>4. Demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.</p> <p>5. To study economic phenomena and processes in the international sphere on the basis of understanding of categories, laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account causal and spatio-temporal relationships.</p>	<p>1. Skills in the use of information and communication technologies.</p> <p>2. Ability to abstract thinking, analysis and synthesis.</p> <p>3. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>4. Ability to work in a team.</p> <p>5. Knowledge and understanding of the subject area and understanding of professional activity.</p>

Thematic outline

Topic	Types of work	Tasks of independent work in the context of topics
Module 1. Forms of international business		
Topic 1. Forms and types of international business	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Contract and investment forms of international business. 2. Strategic alliances. 3. Transnational corporations.
Topic 2. International trade in goods	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Counter trade. Compensation operations in the field of international business. 2. Trade in complete equipment. 3. Methods for calculating the economic efficiency of international commercial transactions.
Topic 3. International trade in services.	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. The mechanism of implementation of agreements in international trade in services. 2. Methods of international trade in services.
Module 2. Tourist and production sphere of international business		
Topic 4. International tourism	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Conceptual apparatus of international tourism business 2. Types of international tourism 3. Current trends in international tourism 4. Forms of organization of state regulation of the tourism industry in the world 5. Factors in the development of international tourism
Topic 5. International production and scientific and technical cooperation.	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Goals and objectives of the company's distribution and sales policy. 2. Selection of product distribution channels. 3. The main subsystems of

Topic	Types of work	Tasks of independent work in the context of topics
		distribution network management. 4. Scientific and technical activities: concepts, types.
Topic 6. International transportation and international logistics.	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. International transport. 2. Models of management of international logistics operations. 3. International rules for the interpretation of commercial terms Incoterms (International commerce terms).
Module 3. International business operations in the field of services		
Topic 7. Rental, brokerage and consulting services	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. The essence and features of international leasing operations 2. Leasing in international business practice 3. The main subjects of international trade intermediation 4. Content, functions and principles of international consulting
Topic 8. International marketing	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. The essence, forms and subjects of international marketing 2. International marketing complex: product policy 3. International marketing complex: pricing policy 4. International marketing complex: product distribution policy 5. International marketing complex: communication policy
Topic 9. International financial and insurance services	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part);	1. The essence and features of the financial services market 2. Financial services and their main types 3. Insurance services in

Topic	Types of work	Tasks of independent work in the context of topics
	tasks for independent work; testing	international business.
Topic 10. Understanding the Roles of Finance and Accounting in Global Competitive Advantage	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> 1. Accounting in International Business 2. Financial Management in International Business 3. Financial structure TNC 4. Understanding Taxation. Different Types of Taxation
Module 4. Peculiarities of entering and doing business in the foreign market		
Topic 11. Forms of entry of domestic enterprises into foreign markets	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> 1. Criteria for selecting attractive markets. The "four filters" method 2. Ways of entering the firm's foreign markets, their advantages and disadvantages 3. Joint business activities 4. creation of a foreign subsidiary in a foreign country
Topic 12. Institutional constraints and business opportunities	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> 1. The system of regulation of international business 2. Tariff methods of regulation, their classification and characteristics 3. Non-tariff methods of regulation, their classification and characteristics <p>Agreement to remove trade barriers</p>
Topic 13. Doing international business in foreign countries	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	<ol style="list-style-type: none"> 1. Classification of Economies 2. Doing business in the European Union 3. Doing business in the United States 4. Doing business in Asian country
Module 5. Investment, technological and cultural features of conducting international business		
Topic 14. Technology Management in	Attending classes; discussion of lesson material; performance of educational calculation tasks with the	<ol style="list-style-type: none"> 1. Technology Management & Concept 2. Classification of Technology

Topic	Types of work	Tasks of independent work in the context of topics
International Business	help of software; homework (theoretical part and practical part); tasks for independent work; testing	3. Technology Life Cycle 4. Strategic Management of Technology
Topic 15. Investment activity as a form of business.	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Sources and structure of investment resources. 2. The movement of entrepreneurial capital and its forms. 3. Investment market: concepts, classification, elements and market conditions.
Topic 16. Special forms of international business.	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing; current modular work	1. International exchanges 2. E-commerce systems and forms. 3. Organization and operation of the online store.
Topic 17. The special role of culture in formation international business	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing; current modular work	1. The essence of the concept of "culture" and its determinants 2. Culture and the workplace 3. The role of the cultural factor in international business
Module 6. Organization of foreign economic activity of domestic enterprises		
Topic 18. Planning in international business	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Strategic planning of international companies. 2. The main stages of strategic planning 3. Taking into account the factors of external and internal environment for strategic planning 4. Business plan and its components
Topic 19. Principles of operational management and administration of	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part);	1. The essence and content of operational management 2. Concepts and basic functions of operational management 3. Methods and principles of

Topic	Types of work	Tasks of independent work in the context of topics
international business	tasks for independent work; testing	operational management 4. Components of operational management
Topic 20. Personnel management in international business	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing; current modular work	1. Human resource management in international business. 2. Strategic planning and evaluation of staff development. 3. Personnel policy of international corporations and the role of personnel services in human resource management
Module 7. Foreign economic activity of enterprises and factors for evaluating its effectiveness		
Topic 21. Foreign economic activity of enterprises and its role in the development of the national economy.	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Creation of free economic zones as a type of foreign economic activity. 2. The role of free economic zones for the expansion of foreign economic activity. 3. Joint venture as a type of foreign economic activity. 4. Factors influencing the expansion of foreign economic activity of enterprises.
Topic 22. Financial and economic results of foreign economic activity of domestic enterprises	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Gross, Operating, and Net Profit 2. The role of Financial Statements in making decisions 3. Profitability Ratios 4. Ratios used to assess financial condition 5. 5 Key Elements of a Financial Analysis
Topic 23. Efficiency of foreign economic activity of domestic enterprises	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. General theoretical foundations of economic efficiency of foreign economic activity 2. The effectiveness of foreign economic activity, its essence

Topic	Types of work	Tasks of independent work in the context of topics
		and principles of evaluation. 3. Indicators of efficiency of export and import operations. 4. Fundamentals of methods of analysis of the effectiveness of foreign economic activity of enterprises 5. Transaction costs of foreign economic activity of enterprises
Module 8. Features of the activities of transnational corporations		
Topic 24. Transnational corporation as a subject of the global economy	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Evolution of scientific approaches to understanding the essence of TNCs and transnationalization of the economy. 2. Basic theories and models of transnational activity. 3. The scale and main activities of TNCs
Topic 25. Regulation of Transnational Corporations	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. International regulations in the field of regulation of TNCs. 2. Regulatory capacity of the state in relation to the activities of TNCs 3. National Intellectual Property Laws
Topic 26. Organization and management of TNCs	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. The essence of the concept of "organizational structure, its types in the international business 2. Organizational strategies in international business 3. Control systems and incentives in the organization
Topic 27. Competitive and Corporate Strategies of TNC	Attending classes; discussion of lesson material; performance of educational calculation tasks with the help of software; homework (theoretical part and practical part); tasks for independent work; testing	1. Difference Between Business Strategy and Corporate Strategy 2. Corporate Strategy 3. Common Types of Corporate Strategies 4. Characteristic features of

Topic	Types of work	Tasks of independent work in the context of topics
		business strategy

Information sources

1. Карасьова Н.А. Міжнародний бізнес: практикум. Київ: Видавництво Ліра-К, 2019. – 74 с.
2. Кваша С. М., Файчук О. М., Файчук О. В. Європейська економічна інтеграція: навчальний посібник. Київ: НУБіП України, 2019. 282 с.
3. Михайленко О. Г. Посібник до вивчення дисципліни «Міжнародний бізнес». Дніпро: Видавництво «КИТ», 2017. 128 с
4. Міжнародний бізнес: навч. посібник. / під заг. ред. Т. В. Орехової. Вінниця: ДонНУ імені Василя Стуса, 2017. 425 с.
5. Міжнародні організації. Кредитно-модульний курс : Навч. посіб. / За ред. Козака Ю. Г. та ін. – К. : ЦУЛ, 2019. – 344 с.
6. Рокоча В. В., Одягайло Б. М., Терехов В. І. Міжнародний бізнес та стратегічні зміни : навчальний посібник / за заг. ред. В. В. Рокочої. К. : Університет "КРОК", 2019. 215 с.
7. Сагер Л. Ю., Сигида Л. О. Міжнародний бізнес та біржові ринки. Суми :Сумський державний університет,2017. 110 с.
8. Сазонець О. М. Управління міжнародним бізнесом : навч. посіб. Рівне : НУВГП, 2019. 338 с.
9. Тарасенко С. В., Петрушенко Ю. М. Міжнародний бізнес : навчальний посібник. Суми : Сумський державний університет, 2021. 222 с.
10. Хрупович С. Є. Зовнішньоекономічна діяльність підприємства. Тернопіль, 2017. 137 с.
11. International Business. URL: https://saylordotorg.github.io/text_international-business/index.html
12. The International Finance Corporation. URL: www.ifc.org
13. The World Bank Group. URL: www.worldbank.org
14. International Bank for Reconstruction and Development. URL: www.worldbank.org/ibrd
15. The International Development Association. URL: www.worldbank.org/ida
16. United Nations Conference on Trade and Development. URL: www.unctad.org
17. United Nations Commission on International Trade Law. URL: www.uncitral.org
18. The Organization for Economic Cooperation and Development. URL: www.oecd.org
19. Institute for International Economics. URL: www.iic.com
20. Eurostat Yearbook. URL: www.europa.eu.int

Course software

- Software package Microsoft Office

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_neformal_noyi_osvity.pdf

Assessment

The final grade for the course is calculated through the continuous assessment

Types of work	Maximum number of points
Final control - current module assessment, 3rd semester	
Module 1 (topics 1-3): class attendance (2 points); homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current modular work (10 points)	50
Module 2 (topics 4-6): attendance (2 points); homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current modular work (10 points)	50
Together	100
Final control - Exam, 4rd semester	
Module 3 (Topics 7-10): attendance (5 points); homework presentation (3 points); discussion of class material (3 points); completion of learning tasks (3 points); independent work assignments (3 points); testing (3 points); current module work (10 points);	30
Module 4 (topics 11-13): attendance (2 points); homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current modular work (10 points)	30

Types of work	Maximum number of points
Current assessment	60
Exam	40
Together	100
Final control - current module assessment, 5rd semester	
Module 5 (topics 14-17): class attendance (2 points); homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current modular work (10 points)	50
Module 6 (topics 18-20): attendance (2 points); homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current modular work (10 points)	50
Together	100
Final control - Exam, 6rd semester	
Module 7 (Topics 21-23): attendance (5 points); homework presentation (3 points); discussion of class material (3 points); completion of learning tasks (3 points); independent work assignments (3 points); testing (3 points); current module work (10 points);	30
Module 8 (topics 24-27): attendance (2 points); homework (10 points); discussion of lesson material (4 points); performance of educational tasks (10 points); tasks of independent work (10 points); testing (4 points); current modular work (10 points)	30
Current assessment	60
Exam	40
Together	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	Satisfactorily
60-63	E	Satisfactory enough
35-59	FX	Unsatisfactory with the possibility of reassembly
0-34	F	Unsatisfactory with the mandatory re-study of the discipline